

City of Fort Lauderdale Open Spaces Coordinator
RFP Event No. 368

SUBMITTED BY:

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4.2.2 EXECUTIVE SUMMARY

A&R Enterprises of South Florida, Inc., [FEIN 02-0637901], is a Florida-registered, Fort Lauderdale-based consultancy specializing in brand development, destination marketing, and public space programming. For the past four years, as the Fort Lauderdale Beach Open Space Coordinator, we have transformed Las Olas Oceanside Park into a vibrant community hub, bringing together residents, visitors, and local businesses to fulfill Fort Lauderdale's vision of a thriving, inclusive city.

Our executive team is led by president and founder Arianne Glassman, with senior officers Malcolm Mayo and Jenna Wieland overseeing all aspects of programming, marketing, and community engagement across designated open spaces. In addition to our core team, we collaborate with a trusted network of subcontractors specializing in PR, digital media, and event services, enabling us to deliver high-impact programming that emphasizes community connection and quality.

Aligned with the City's objectives, our proposal offers a strategic approach to creating and promoting diverse, accessible events on Fort Lauderdale's Barrier Island at Las Olas Oceanside and Intracoastal Parks, as well as in the Galt / North Beach district. Through partnerships with the City, Broward County, and local businesses, we plan to expand event offerings, secure sponsorships, and enhance marketing efforts to maximize public engagement and visibility. Our success at Las Olas Oceanside Park has positioned it as a landmark venue, and we are excited to bring the same energy and expertise to the Galt / North Beach district, establishing it as another vibrant community destination.

Beyond event planning, we are committed to achieving the operational goals of this role—from coordinating with vendors and facilitating city site inspections to providing regular reports that track attendance, sponsorship milestones, and marketing deliverables. These measures ensure transparency, accountability, and a continued return on Fort Lauderdale's investment in its parks, reinforcing their value as essential community assets.

With a combined 40+ years of experience in hospitality, event management, and business development—primarily within Fort Lauderdale—our team is uniquely qualified to fulfill this expanded role. Jenna Wieland's eight years in hospitality, Malcolm Mayo's nine years in event management, Arianne Glassman's 23 years as a business owner, and her 35 years of local industry involvement provide invaluable perspectives for this project. As a voting member of the Chamber's Beach Council for fourteen years and with eight years on the Visit Lauderdale Marketing Advisory Committee, our leadership reflects a wealth of relationships and insights that directly benefit this role.

As we embark on this next chapter, we are committed to elevating Fort Lauderdale's open spaces, creating enduring experiences and connections that reflect the City's spirit and ambitions.

[END OF SECTION 4.2.2]

4.2.3 | EXPERIENCE AND QUALIFICATIONS

A & R Enterprises of So. FL, Inc. (dba rAv Communications) was incorporated in 2002, with sole ownership transferring to Arianne Glassman in 2013. Based in Fort Lauderdale, rAv Communications is a full-service consultancy specializing in brand development, destination marketing, event production, media buying, and creative design for local, national, and international clients. We have successfully delivered professional services for over 23 years, working with various clients, from small businesses and nonprofits to multi-unit U.S.-based and global corporations, governmental agencies, and business associations.

RELEVANT PROJECT EXPERIENCE

Our work as the current contracted Fort Lauderdale Beach Open Spaces Coordinator exemplifies our ability to deliver high-impact programming on a scale and scope relevant to the requirements outlined in this RFP.

City fiscal year data reporting shows that from October 2021 through September 2023, our team has coordinated 141 activation days under our contract, successfully managing each phase from concept to execution while consistently meeting time and budget requirements. Key aspects of our work include:

Budget and Time Adherence: We have managed budgets and timelines with precision, ensuring fiscal responsibility while maximizing event impact.

For example:

- **FY 2021-2022 Budget:** Total income of \$283,291.10, with \$190,500 (67.26%) sourced from BBID funding and the remainder from other sponsorships.
- **FY 2022-2023 Budget:** Total income of \$457,692.35, with \$175,000 (42.33%) from BBID funding, demonstrating our increasing ability to secure external sponsorships. These figures reflect our strategic funds management, allowing us to deliver robust programming while remaining within budget constraints.
- **Economic Impact:** Our activations have significantly contributed to the local community. Utilizing the Florida Recreation & Parks Calculator's data on visitor expenditures and travel patterns, we project a year-over-year \$28,978,140 tourism impact generated by the events and recreation activities hosted. This economic impact underscores our ability to draw visitors and support local business growth through high-quality public space programming.
- **Sponsorship Outcomes:** Our firm's expertise in sponsorship acquisition has attracted numerous prominent sponsors, enhanced program offerings, and achieved substantial ROI for partners. Key sponsors include, alphabetically, Bath & Body Works, Broward Cultural, Elbo Room, FPL, Humana, New York Life, Polestar, Visit Lauderdale, and We Florida Financial, among others. Our partnership with Rockefeller Productions for the Pixar Putt activation was particularly lucrative.
- **Public Relations and Digital / Social Media Outcomes:** Our Public Relations efforts delivered a media value of \$27,446,441.46 from September 2021 through December 2023 on a total investment of \$84,000, yielding a 320% ROI with over 5.9 billion media impressions. Likewise, we grew our social media presence across six dedicated channels and engaged with our audience via

monthly email newsletters, yielding an Open Rate of 51.18%, nearly 10 points above the industry average of 42.21%, and engaged a Click Rate of 8%, almost 7 times the industry average of 1.28%.

Innovative Programming Examples: Our diverse, innovative programming creates memorable community experiences that foster engagement, inclusivity, and a sense of belonging:

- **Themed Events:** Signature events, such as the *Annual Fall and Spring Festivals*, *Fur the Love Pet Fest*, and *Wonderland Holiday Experience*, attracted diverse audiences and built community traditions.
- **Unique Activities:** Our distinctive events, like Pixar Putt Mini Golf, an Elvis Celebration Weekend, and The Rink ice skating rink at the Wonderland Holiday Experience, drew audiences from far and wide, creating immersive experiences that enhance the area's appeal and establish it as a vibrant destination.
- **Community Partnerships:** We collaborate with local arts and cultural organizations, businesses, and nonprofits to elevate community events and financially support these organizations through service donations. Partnerships with the Broward Center Spotlights for student performances, Hollywood Arts Committee for cultural exhibits, Grace Arts Center to present an annual Shakespeare in the Park pop-up, Feeding South Florida for Hunger Action Month and Holiday Drives, and NSU College of Medicine for wellness initiatives bring added community value.

SUSTAINABILITY PRACTICES AND COMMITMENT TO CONSERVATION

Sustainability is integral to our operations and client work. We support conservation while applying sustainable practices to each project. Our approach includes assembling custom client teams to optimize resources, reduce waste, and ensure every project has a lasting impact.

BUSINESS STRUCTURE AND CONTACT INFORMATION

- **Legal Structure:** Corporation
- **State Registration:** Registered as a legal entity in the State of Florida
- **Ownership:** Sole Proprietorship (non-registered, Woman-Owned Business)
- **Business Address:** 612 SW 13 Avenue, Fort Lauderdale, FL 33312
- **Phone Number:** 954.205.8754
- **Email Address:** ari@ravcommunications.com
- **Website:** www.arianneglassman.com
- **Primary Contact:** Arianne Glassman, President

COMPANY SIZE AND STAFF

The company, led by Ms. Arianne Glassman as President, is supported by key officers Malcom Mayo and Jenna Wieland. Our adaptable team structure, combined with a network of specialized subcontractors and vetted part-time employees, allows us to meet the varied demands of large-scale public programs. Our experience in delivering consistent results for projects of similar scope makes us uniquely qualified to meet the goals of this RFP with strategic vision, financial responsibility, and impactful community engagement.

COMMUNITY INVOLVEMENT

- | | |
|--|-----------------------|
| • GFL Chamber of Commerce Beach Council | 2010 – Present |
| ○ Marketing Committee Co-chair | 2015 – 2019 Dissolved |
| • Greater Fort Lauderdale CVB Marketing Advisory Committee | 2017 – Present |
| ○ Social Media Committee | 2019 – 2021 Dissolved |

PAST NON-PROFIT / PROFESSIONAL ORGANIZATION INVOLVEMENT

- | | |
|--|-------------|
| • HandsOn Broward / Miami Board Member | 2010 – 2022 |
| • Share Our Strength's Taste of the Nation | 2005 – 2010 |
| ○ Committee Member | 2005 – 2010 |
| ○ Sponsorship Chair | 2006 – 2010 |
| ○ Event Co-Chair | 2009 – 2010 |
| • FLIPANY's Chefs Up Front Fort Lauderdale | 2011 – 2017 |
| ○ Volunteer and In-Kind Sponsor | |
| • Florida Restaurant and Lodging Association Broward Chapter | |
| ○ Board of Directors | 2015-2019 |
| ○ PR & Marketing Committee Co-chair | 2016-2018 |
| ○ Special Events Committee | 2016-2019 |

AWARDS & RECOGNITIONS

- | | |
|---|------|
| • America Fundraising Professionals, nominated by Deliver the Dream | 2004 |
| • Taste of the Nation Rookie of the Year | 2005 |
| • Taste of the Nation Leadership Award | 2008 |
| • FLIPANY Unsung Hero Award | 2008 |
| • HandsOn Broward Unsung Hero Award | 2008 |
| • Children's Services Council of Broward Co. Volunteer of the Year | 2009 |

END OF SECTION 4.2.3

4.2.4 | APPROACH TO SCOPE OF WORK

Our approach to the City of Fort Lauderdale Open Spaces Coordinator position is grounded in a commitment to community engagement, cultural enrichment, and operational excellence. With over four years of successful programming and brand development for Las Olas Oceanside and Intracoastal Parks, we bring a proven track record of delivering diverse, high-quality events that resonate with residents and visitors alike. This experience provides a solid foundation as the contract expands the services to encompass new areas like the Galt/North Beach District and fulfill the broader role of Special Event Liaison across all designated sites.

We have organized the approach to the scope of work into three sections, each outlining our unique vision, methodology, and approach tailored to the specific needs of Las Olas Oceanside/Intracoastal Park, the Galt/North Beach area, and the Special Event Liaison role. This strategy combines our deep understanding of Fort Lauderdale's community values, which will be met with innovative programming and partnerships at each distinct location, ensuring we meet the City's goals for vibrant, accessible public spaces that enhance the quality of life, support local businesses, and build a stronger, more connected community.

4.2.4 [3] FIRM'S EXPERIENCE IN ORGANIZING SUCCESSFUL EVENTS AND ACTIVATIONS

- APPLICABLE TO ALL ASPECTS OF THE SERVICE SCOPE -

With over 40 years of combined expertise in brand development, experiential activations, and destination marketing, our firm is recognized for creating high-impact, community-focused events that engage audiences and set industry standards. From large-scale public events to intimate fundraisers, we bring versatile experience in producing gatherings that foster meaningful connections and leave lasting impressions.

Our team, led by President Arianne Glassman, has a strong record of conceptualizing signature events that have a lasting impact. In Fort Lauderdale, we developed Friday Night Sound Waves, now an annual community staple, and have established anticipated programs at Las Olas Oceanside Park that continue to shape the area's cultural fabric. We also launched Savor Greater Fort Lauderdale—the destination's first Restaurant Month (2001–2003) - and produced Broward County's only sanctioned Miami Super Bowl Host Committee event in January 2020.

Our experience spans event coordination and activations with globally recognized brands, including Absolut Vodka, Classic Party Rentals, and the Italian Trade Commission, as well as a range of fundraising events for nonprofits such as FLIPANY, Share Our Strength, and the Greater Fort Lauderdale Chamber of Commerce. Additionally, we have served as consultants for high-profile events, including the National Senior Games, NHL All-Stars, and South Beach Food & Wine Festival.

Most recently, our success with LOOP has showcased our ability to transform spaces into dynamic community hubs, an approach we will bring to the Galt/North Beach area. We will tailor each event's programming to reflect community needs and preferences, using audience insights and feedback to refine experiences over time. As Special Event Liaison, we will ensure diligent oversight and seamless operations, from permitting and vendor management to staff coordination, aligning all programs with the City's standards and Fort Lauderdale's vibrant identity.

We value our events as a way to foster economic growth and strengthen community bonds, a benefit Las Olas Oceanside and Intracoastal Parks and the Galt/ North Beach district will receive as premier destinations within Fort Lauderdale, as each experience will be crafted to captivate, inspire, and reflect the unique spirit of Fort Lauderdale.

AVAILABLE FACILITIES, TECHNOLOGICAL CAPABILITIES, AND RESOURCES

Our leadership team operates from home offices, meeting as a whole twice weekly via Zoom and as needed on specific tasks by phone or email to ensure aligned strategy and seamless coordination. Leveraging a range of technological capabilities and resources, we manage all aspects of event planning, marketing, and brand development with agility and expertise.

- **Organizational and Communication Excellence:** We bring highly organized oversight and streamlined communication processes to every project. Using tools like JotForm, Dropbox, Google Drive, and dedicated webpages, we efficiently share information, manage documentation, and ensure smooth coordination with outside organizers. Our standardized reporting practices provide clarity and consistency, enabling seamless event planning and alignment with the City's standards. Additionally, we maintain a comprehensive resource library accessible to stakeholders, vendors, and outside event organizers for quick access to required assets and guidelines.
- **Technical Expertise and Capabilities:** Our team brings advanced technical proficiency across multiple platforms essential for seamless event management and brand development. With exceptional writing skills—spanning AP style, editorial content, SEO, and advertising copy—we ensure all communications are impactful and polished. We are highly skilled in social media management, inbound/outbound email marketing, and website design, allowing us to maintain an engaging and cohesive online presence. Our team is proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher) and Adobe Creative Suite (Illustrator, Photoshop, InDesign), equipping us with the tools needed for high-quality content creation, graphic design, and digital strategy.
- **Website Management and Social Media:** We independently maintain the LOOP website and oversee all social media channels, providing regular updates, content creation, and audience engagement to keep the community informed and involved. Our engaging approach to social media and SEO extends our audience reach and reinforces brand alignment, driving community-focused initiatives that resonate.
- **Event Photography and Design Capabilities:** Our team provides in-house event photography and graphic design, creating all promotional materials while ensuring visual consistency. We supplement with outsourced photographers for comprehensive coverage when additional support is needed.
- **Public Relations and Marketing Resources:** We partner with a highly skilled, award-winning public relations firm to amplify event visibility and community outreach. Combined with our in-house expertise in campaign development, media negotiation, and advertorial content creation, we ensure a cohesive and wide-reaching brand presence across local and regional channels.

APPROACH TO SCOPE OF WORK

LAS OLAS OCEANSIDE / INTRACOASTAL PARKS

UNDERSTANDING OF THE CITY'S NEEDS, GOALS, AND OBJECTIVES

Four years ago, we envisioned the Fort Lauderdale Beach Open Spaces Coordinator role as a blend of impactful, structured, and community-driven programming with recreational and entertainment offerings that resonate with residents and visitors. Over this period, we have successfully transformed Las Olas Oceanside and Intracoastal Parks, aka The LOOP, into a year-round community hub that engages families, active seniors, and individuals from all walks of life. Our future vision is to build on these successes by enhancing inclusive, diverse programming and expanding the parks' offerings and reach based on ongoing community feedback.

VISION, IDEAS, AND METHODOLOGY

With LOOP's established foundation, our vision is to continue curating programs that reflect Fort Lauderdale's unique culture, introducing new elements to keep the experience fresh and accessible. We will enhance established events like Friday Night Sound Waves and year-round Weekend Farmers Markets and expand seasonal events like Spring Fling, Movies by Moonlight, Pumpkins and Palm Trees, and Wonderland. Tailored events, such as Fur the Love Pet Fest and celebrations for Caribbean American and Hispanic Heritage Months, will continue to engage diverse audiences. We plan to integrate more arts, fitness, and cultural diversity initiatives, aligning with Fort Lauderdale's goals and positioning LOOP as a model of public space programming. Our methodology includes:

- **Inclusive, Community-Centered Programming** We will build on successful initiatives like Broadway on the Beach, culturally-based art showcases, and fitness partnerships to expand offerings for families, toddlers, and special needs attendees. Through our 2024 launch with Miss Tracy Sings and partnerships with FIT Lauderdale and local fitness clubs like Lululemon, we aim to increase accessibility and offer sensory-friendly events and classes.
- **Strategic Partnerships and City Collaboration** Collaborating with local businesses and the City Parks Department has been essential to our success. Moving forward, we will strengthen partnerships with local companies to enhance our programming at minimal cost and seek increased support from the City's Parks & Recreation Department. City-wide promotional support through publications, newsletters, and social media would allow us to redirect part of our \$60,000+ annual PR and advertising investment into expanding and enhancing programming.

4.2.4. [1] BENEFITS OF PROPOSED EVENTS/ ACTIVATIONS FOR COMMUNITY AND RESIDENTS

The LOOP's programming offers extensive benefits to the Fort Lauderdale community and beyond, which we will continue to strengthen and expand:

- **Economic Growth:** Events like Friday Night Sound Waves and the weekend markets drive significant foot traffic and support local businesses, bolstering Fort Lauderdale's reputation as a vibrant, dynamic destination that attracts visitors and serves locals.

- **Cultural Enrichment:** Programming for Caribbean American and Hispanic Heritage Months, along with local art showcases, fosters cultural connections, inclusivity, and a greater appreciation for Fort Lauderdale's diverse heritage.
- **Health and Wellness:** Expanded fitness offerings cater to a wider audience with diverse modalities and provide unique wellness experiences, such as a family fitness day in early spring. These initiatives further Fort Lauderdale's identity as a health-conscious community and create a wellness-focused gathering space at LOOP.
- **Community Pride and Connection:** Partnerships with organizations like the Fort Lauderdale Beach Sweep, Nova Southeastern University School of Medicine, OneBlood, and the Salvation Army build a culture of service, creating "do good, feel good" moments that unite residents in shared community pride and purpose.
- **Financial Sustainability:** The MKT generates over 50% of LOOP's annual operational and programming budget, fully funding staff salaries and select free public activities, including fitness programming and live music. Reserve funds from market revenue support seasonal holiday events, enhance sponsorship opportunities, and contribute to marketing, maintenance, and operational needs.
- **Consistency and Anticipation:** With four years of success, LOOP's annual events have become highly anticipated by the community, with residents and visitors regularly inquiring about upcoming dates and returning events. This established schedule not only builds excitement but also reliably garners media interest, expanding LOOP's reach and community impact.
- **Amplified Engagement through User-Generated Content:** Designed with shareability in mind, LOOP events inspire high levels of user-generated content. Our PR strategy actively engages influencers and content creators, who amplify the LOOP experience across social platforms. This broadens visibility, enhances community interaction, and positions Fort Lauderdale as a sought-after destination.

4.2.4 [2]. EXAMPLES OF SIMILAR EVENTS PREVIOUSLY EXECUTED

We have established signature events, seasonal celebrations, and community-focused activities that incorporate the pillars of our engagement acronym, "F.A.M.E." (Food/Fitness, Art, Music, and Education/Environment). Examples include:

- **The MKT at Las Olas Oceanside Park:** This year-round weekend farmers and artisan market provides residents and visitors an engaging space to interact with local micro-businesses. The MKT also serves as a platform for community-focused activities, including fitness classes, live music, and inclusive programming that fosters connection and support for local entrepreneurs.
- **Friday Night Sound Waves** Sponsored by the BBID and now in its ninth season, this concert series draws thousands of locals and visitors to the main lawn for free, live music. Taking place in both Fall/Winter [October to December] and early Spring [February to April], it has become a signature event that offers an enjoyable, community-centered experience for people of all ages.

- **Seasonal Holiday Experiences:** Throughout the year, we offer established seasonal events that are free and family-friendly, such as *Spring Fling EGGstravaganza*, *Movies by Moonlight*, *Pumpkins & Palm Trees*, the month-long *Wonderland Holiday Experience*, and *Christmas Eve with Sinatra* Dinner Show. These anticipated celebrations attract attendees from across South Florida and enrich the area's seasonal appeal for visitors.
- **Local Artist & Youth Enrichment Programs:** Dedicated to supporting arts, culture, and youth advancement, we provide performance and exhibition opportunities for local high school bands, theater groups, and young artists. Events include *Broadway at the Beach* with Broward Center Spotlights, *Let's Beat Breast Cancer* with area drumlines, and art exhibits such as Youth Art Month in March and *Short Beach Shakes: Shakespeare in the Park* in collaboration with the Grace Arts Foundation. We also partner with the *Hollywood Arts Committee* to host interactive exhibits and experiences for Caribbean American and Hispanic Heritage Month.
- **Audience-Specific Events:** Recognizing our community's diverse interests, we offer events tailored to specific audiences, such as the annual *Fur the Love Pet Festival*, which brings together pet owners and enthusiasts for a day of pet-friendly activities and vendor showcases, and monthly *Full Moon Yoga Experiences*, designed to foster wellness and mindfulness in a serene outdoor setting.
- **Awareness Month Initiatives:** Our programming aligns with national awareness months, including *Breast Cancer Awareness Month*, *Heart Health Month*, and *Healthy Aging Month*. During these times, we add special pop-up experiences and integrate valuable content into our social media outreach and website to educate, support, and engage our community. We also recognize *Earth Month/ Earth Day* as an ongoing commitment, supporting the *Fort Lauderdale Beach Sweep* through partnerships that provide volunteers with refreshments like sponsored bottles of smartwater or fresh fruit from the market. These initiatives offer a meaningful layer of enrichment that raises awareness and adds value to our ongoing offerings.

4.2.4 [4]. STRATEGIES: COMMUNITY OUTREACH; ADDRESS/ INCORPORATE COMMUNITY NEEDS

Community input has always been central to our programming. Our outreach strategies will expand upon our current efforts, which include:

- **Direct Feedback Channels:** We conduct annual surveys, oversee social media engagement, and log on-site feedback to maintain a programming and operational excellence calendar that reflects community interests. We additionally connect City staff with residents via inbound email and social messaging when questions are asked, or additional oversight is required.
- **Workshops and Collaborative Planning:** Ongoing invitations to residents and local organizations to contribute ideas through surveys, along with our dedicated team efforts in neighborhood outreach with HOAs, rental communities, business organizations, and cultural groups.
- **Expanded Accessibility and Inclusivity:** Continued focus on outreach to organizations serving the special needs community and diverse cultural groups, creating welcoming, inclusive events that meet their specific needs.

4.2.4 [5]. INTEGRATION INTO UPCOMING AND EXISTING RECURRING EVENTS

Recurring events will act as anchor points seasonally and throughout the year. These core events remain central to the programming schedule, while new seasonal activities and annual city-sponsored events will add layers of engagement. Integrating LOOP activities and events into the City of Fort Lauderdale Parks & Recreation's annual events calendar, marketing plan, and publications would further cement LOOP's role as a community hub.

4.2.4 [6]. TENTATIVE SCHEDULE FOR ACTIVATIONS UPON CONTRACT APPROVAL Est Feb 1, 2025

- **Winter 2025:** Valentine's Day Vow Renewal Ceremony, Friday Night Sound Waves, Fur the Love Pet Fest, Continuation of Weekend Markets and Fitness Programming, *NEW! Family Fitness Day*.
- **Spring 2025:** Friday Night Sound Waves, E(art)h Day Art Event, Spring Fling/Easter EGG-stravaganza, Continuation of Weekend Markets and Fitness Programming.
- **Summer 2025:** Movies by Moonlight, Caribbean American Heritage Month, Continuation of Weekend Markets, and Fitness Programming.
- **Fall/Winter 2025:** Hispanic Heritage Month, Pumpkins and Palm Trees Fall Fest, Wonderland Holiday Weekends, Christmas Eve with Sinatra, Continuation of Weekend Markets, and Fitness Programming *NEW! Community Yard Sale*.

Scheduling Methodology and Timeline

Our team is fully prepared to begin programming upon contract approval. Established events, which already receive partial funding from the BBID through September 2025, are ready for immediate activation, while additional seasonal programs will be developed in tandem. We will follow a structured approach with flexible evaluation points, allowing us to adapt based on our budget, community feedback, and city needs.

City Collaboration and Key Timeline Milestones

To maximize reach and resources, we would request enhanced City support, including LOOP events on the official city calendar and in the annual Parks and Recreation publication. Additional City contributions, whether through funding or in-kind support, such as allotted fitness instructors in partnership with FIT Fort Lauderdale would allow us to bolster fitness programming to reach broader audiences and introduce new passive experiences, such as the long-discussed Virtual Reality activity.

Key Timeline Milestones

- **Days 1-15:** Coordinate with City representatives to finalize the annual schedule and confirm any in-kind support or resources to expand fitness and passive offerings. Upon contract approval, begin programming established events and recurring programs.
- **Days 16-30:** Finalize quarterly marketing, digital, paid advertising, and public relations campaigns across LOOP and city platforms
- **Quarterly Reviews:** Conduct quarterly evaluations to assess event success, gather feedback, and adapt programming as needed.

[Approach to Scope of Services: LOOP, end of section]

APPROACH TO SCOPE OF SERVICES

GALT / NORTH BEACH COMMUNITY ACTIVATION

UNDERSTANDING THE CITY'S NEEDS, GOALS, AND OBJECTIVES

The City of Fort Lauderdale envisions transforming the Galt/North Beach area into a dynamic and welcoming destination. This transformation emphasizes recreational events, a cohesive community identity, and engagement opportunities that resonate with residents and visitors. With a core group of enthusiastic business owners and residents eager for the area's development, my role as the Galt/North Beach Community Activator focuses on harnessing this excitement, gathering ideas, and translating them into events and activities that align with the City's vision. This approach builds local pride and creates meaningful connections and a strong community identity.

OVERVIEW OF PROPOSED VISION, IDEAS, AND METHODOLOGY

To ensure the activation plan genuinely reflects the community's identity and needs, we have proactively engaged with key stakeholders, including Diane and Denise Fogt, owners of Blue Jean Blues; realtor, landowner, and Oppenheim Realty President Zack Oppenheim; Galt / North Beach Business Association Board president, Cathy Vassallo; and Fred Nesbitt, President of the Galt Mile Community Association. These initial discussions have provided valuable insights into the community's aspirations, unique challenges, and vision for the area's future. With a collaborative approach, these local advocates will play an essential role in guiding the initial phases of our plan and supporting sustained engagement.

This approach mirrors our proven strategy with the LOOP activation, where extensive stakeholder engagement during the initial six months allowed us to create a plan aligned with the City's goals while garnering strong support from local businesses, residents, and community groups.

Our phased plan for building the Galt area's identity focuses on creating sustainable funding through the Galt Shoppes/North Beach Business Micro-Sponsorship Program or partnerships with the emerging North Beach Business Association. By generating community-based sponsorship, organizing smaller-scale community events, and fostering local pride over an initial six-month period, we will lay the groundwork to establish the Galt Shoppes/North Beach district as a vibrant destination for recreation and activities.

This initial ramp-up period will allow us to curate a schedule of proposed events and activities running from November 2025 through May 2026, designed to meet residents' seasonal needs and establish a vibrant winter/spring calendar. Our ultimate aim is to develop a unifying message and series of sustainable events and activities that inspire locals and visitors alike to "Gather at the Galt" for Good Times, Artistic Expression, Libations, Tastes, and Tunes.

As seasonal residents return, we will increase activities with a strategic schedule from November 2025 to May 2026, creating sustained interest throughout the year. This approach also provides time to address logistical considerations, such as parking, as we work closely with the City to ensure a smooth growth trajectory and ease of access for all visitors.

4.2.4. [1] BENEFITS OF PROPOSED EVENTS/ ACTIVATIONS FOR COMMUNITY AND RESIDENTS

Our events and recreational activities are thoughtfully crafted to bring meaningful, long-term benefits to the Galt area, with a focus on community enrichment, connectivity, and vibrancy:

- **Fostering a Strong Community Identity:** Through inclusive events like night markets, walking tours, and cultural celebrations, we aim to create shared experiences that bring residents together, establishing the Galt area as a community hub that locals are proud of and visitors love to explore. Our programming will reflect Galt's diverse character, contributing to an identity fostering pride and belonging.
- **Supporting and Engaging Local Businesses:** The Micro-Sponsorship Program enables local businesses to play a visible, active role in community events, increasing foot traffic and fostering consistent connections among residents, visitors, and merchants. By integrating local businesses into the event experience, we strengthen the neighborhood's unique appeal and create economic benefits that grow alongside the community.
- **Balancing Growth with Community-Centered Values:** Maintaining a community-centered identity is essential with anticipated developments, including the Bokampers redevelopment and a new hotel. By establishing Galt as a destination known for its recreational events, we help preserve its unique character and ensure new growth aligns with the area's values. Community-driven programming will encourage people to visit Galt for its authenticity and inclusive atmosphere.
- **Expanding Sponsorship Opportunities for Enhanced Programming:** The initial activation period will build excitement and local support, creating a solid foundation for future growth. This momentum will position Galt to attract larger sponsors for the 2025-2026 season, further enhancing its programming. These partnerships will allow for a more diverse and engaging event calendar, fostering a sense of connection and enjoyment year-round for residents and visitors.

4.2.4 [2]. EXAMPLES OF SIMILAR EVENTS PREVIOUSLY EXECUTED

Our experience at Las Olas Oceanside Park highlights our ability to create impactful, community-centered events that resonate with local audiences and drive economic benefits. Building on these successes, we are well-positioned to adapt similar initiatives to the Galt area, tailoring each event to align with its unique demographic, positioning, and resources. The examples below showcase past events that we can reimagine to suit Galt's community character while supporting sustainable growth and developing a vibrant destination that meets residents' recreational interests.

- **Cultural Celebrations and Collaborations:** Our experience with events that honor Hispanic and Caribbean American Heritage Month illustrates how cultural celebrations can enrich community programming. We envision working with the Beach Community Center to expand on existing offerings, such as their French class, by celebrating French-American Heritage Month with events that honor French culture through language, food, and art. Similarly, we could partner with the Community Center's Book Club to bring selected books to life through additional passive activities. These culturally rich events would add new dimensions to the Galt area's programming and strengthen connections across Fort Lauderdale's diverse population.

- **Friday Night Sound Waves:** This concert series turned Las Olas Oceanside Park into a lively destination that fostered a strong sense of place, community connection, and economic support for local businesses. Our approach included engaging local vendors and musicians to create a Friday night gathering that residents and visitors alike looked forward to. We envision adapting this model to the Galt area by collaborating with local businesses, such as Blue Jean Blue's "Dinner in the Streets," to create similar activation events that expand the reach of existing activities.
- **Scavenger Hunts / Themed Walking Tours / Art Crawl Events** In partnership with the Fort Lauderdale Chamber, we organized scavenger hunt-style tours that guided visitors through local businesses, increasing engagement and foot traffic. This model aligns perfectly with Galt's identity-building, as it introduces participants to the area's unique mix of retailers and restaurants. Alongside these tours, we'll also establish monthly Art Crawls, inviting the community to explore local galleries and studios while discovering eclectic businesses throughout the area. Additionally, we plan to explore creative in-business events that reflect residents' interests and provide free or low-cost, engaging experiences that can support our micro-sponsorship fund.
- **Seasonal Celebrations:** We've successfully curated seasonal celebrations that align with holidays and local events, including holiday markets, themed festivities, and interactive public art installations. For the Galt area, we plan to establish similar seasonal events that reflect the community's culture and create unique experiences for residents and seasonal visitors. We aim to work closely with local stakeholders to ensure these celebrations are responsive to community interests and seamlessly integrated into the area's character.
- **Taste the Wave:** Created as a summer activation for the Fort Lauderdale Beach BID in partnership with Visit Lauderdale, Taste the Wave was designed to launch the annual Visit Lauderdale Dine Out Lauderdale Program. This event was a dine-around experience where participants enjoyed "bites" from various restaurants, promoting local dining options and encouraging participation during the slower summer months. With its multiple restaurants, the Galt Shops area offers the perfect opportunity for a similar event. Taste the Wave could be reimagined as an outdoor culinary tour that invites attendees to experience each restaurant while strolling through the area, creating an engaging and delicious activation. Structured as a fundraiser, with ticketed entry and a free component for broader community appeal, this event could draw locals and visitors alike, generating visibility and revenue for the Galt area.

4.2.4 [4]. STRATEGIES: COMMUNITY OUTREACH; ADDRESS/ INCORPORATE COMMUNITY NEEDS

Our outreach strategy prioritizes community involvement, addresses logistical concerns, and builds a lasting identity for the Galt area. Early engagement with local business owners and community leaders has provided valuable insights to shape a responsive activation plan. This proactive outreach aligns with our successful approach at the LOOP, where six months of stakeholder discussions established a foundation that met city goals and built strong local support.

Here's how we'll incorporate community needs throughout the activation:

- **Stakeholder Engagement/ Volunteer Committee:** Monthly meetings with local businesses, residents, and community leaders will address event logistics, parking, and ongoing development concerns. This consistent engagement ensures that community priorities guide programming and

adapt to local feedback, fostering a sense of shared ownership and alignment with the area's evolving needs.

- **Resident Sponsorship Program:** Modeled after our year one sponsorship with the Central Beach Alliance for Friday Night Sound Waves, this program offers residents access to otherwise paid/fundraising event participation, sponsorship recognition, and perks at local businesses. As seen with the CBA, this approach cultivates community pride and investment, encouraging residents to participate in the area's growth and success.
- **Collaborative Marketing:** Our marketing campaigns will target the Galt area's audience through partnerships with the City, Chamber, Visit Lauderdale, and other relevant entities. Events and activities will be shared on community calendars and other key locations, establishing Galt as a welcoming, community-centered neighborhood. We envision a dedicated print campaign or landing page that local businesses and the Parks & Recreation Department Beach Community Center can distribute to visitors, helping reinforce Galt's brand identity and expand its reach.
- **Feedback-Based Programming:** We will consistently assess community and event feedback, allowing us to refine programming to maintain relevance and impact. This adaptive approach, which we previously took and continue at LOOP through resident and stakeholder surveys, will be particularly useful as development progresses, ensuring that Galt's activation plan evolves in response to resident needs and community sentiment.

4.2.4 [5] INTEGRATION INTO UPCOMING AND EXISTING RECURRING EVENTS

Our plan proposes integrating with existing activities for the first six months to create a cohesive experience that amplifies local engagement and visibility for the Galt area. We have initiated conversations with key businesses to explore their involvement in a way that would be beneficial to them and the community while gaining a better understanding of the area and what attracts locals and visitors to participate:

- **Friday Night Mini Night Market Happy Hour:** We are in discussions with Blue Jean Blue to complement their "Dinner in the Streets" event with a mini night market, creating a Friday night experience filled with food, shopping, entertainment, and local business engagement. This collaboration would expand community engagement while broadening marketing reach cost-effectively. By structuring their involvement as an in-kind contribution to the Micro-Sponsorship fund, we aim to provide mutual benefits that grow Galt's appeal.
- **Monthly Second Sunday Community Events:** We are exploring a partnership with Fishtails to establish a Second Sunday community event that aligns with their existing live music programming. These full-day experiences would unite residents and visitors, enhancing the weekend appeal. Fishtails' involvement, structured as an in-kind contribution, would support the Micro-Sponsorship fund and provide a stepping stone for future initiatives.
- **Marketing Booth at The Howard Alan Arts & Craft Show:** We would like to establish a Galt marketing booth at the Howard Alan Arts & Craft Show on Sunday, February 16. This booth will allow us to provide opportunities to participate in the survey, introduce attendees to upcoming plans, promote Galt events, and directly engage residents and visitors. If time allows, this booth will help establish Galt's identity and create excitement around our future initiatives.
- **Seasonal Tours and Scavenger Hunts:** Coordinated with seasonal activities, these tours would foster interaction between the community and local businesses. Structured as a low-cost initiative,

they would drive engagement as a passive recreational activity and serve as fundraisers for other free activities in the 2025/26 season, helping to build sustainable community programming.

4.2.4 [6]. GALT / NORTH BEACH TENTATIVE ACTIVATION SCHEDULE AND TIMELINE

Upon contract approval, the following schedule will activate the Galt area from approx. Feb through July:

- **PHASE 1 (0-60 DAYS):** Meet with local businesses and residents to launch the Business Micro-Sponsorship Program, secure initial support, and coordinate a monthly meeting schedule. Implement initial branding for "Gather at the Galt."
- **PHASE 2 (60-90 DAYS):** Launch the Friday night market, initiate monthly community sales, and introduce the resident membership program.
- **PHASE 3 (90-180 DAYS):** Begin interactive walking tours, broaden sponsorships, and adjust events based on community feedback.
- **PHASE 4 (180+ DAYS):** Review event successes and business and resident feedback, optimize programming, and pursue sponsorships for a solid seasonal ramp-up from November 2025 to May 2026.
- **DELIVERY TIMELINE:** All setup and planning will be completed within 60 days of contract approval, ensuring readiness for a seven-month seasonal activation period from November 2025 through May 2026. Key milestones include completing Phase 1 setup (0-60 days) and Phase 2 launch (60-90 days). Our approach allows ongoing evaluation and adjustments to align with development changes and community needs.

[Approach to Scope of Services: Galt / North Beach, end of section]

APPROACH TO SCOPE OF WORK: SPECIAL EVENT LIAISON

UNDERSTANDING OF THE CITY'S NEEDS, GOALS, AND OBJECTIVES

The Special Event Liaison role is essential to managing external events across Fort Lauderdale's designated areas, including the Fort Lauderdale Beach LOOP and Galt area, to ensure quality, compliance, and alignment with the City's standards. This position balances the high demand for public space with community expectations, upholding consistent standards across diverse events. Our approach centers on providing structured oversight, flexible vetting, and a proposed fee-based support system for event organizers. By establishing clear guidelines, sustainable fee structures, and compliance standards, we maximize the benefits of public events for the community while offsetting LOOP and Galt/North Beach programming costs.

VISION, IDEAS, AND METHODOLOGY

Our vision is to facilitate a well-balanced, high-quality annual event calendar by implementing a structured event services program and creating uniform guidelines for external event organizers. Through a templated approach to event planning and a fee structure that funds compliance, marketing, and operational support, we streamline organizer processes while ensuring every event meets City standards.

This approach includes:

- **Templated Event Requirements:** External event organizers will follow structured guidelines for space usage, community contributions, and sustainability practices. Standardized branding templates will consist of LOOP/Galt and City logos, ensuring cohesive visual representation across events.
- **Barrier Island Event Organizer Fee for Services Program and Security Deposits:** We will propose a new Barrier Island Event Organizer Services Program for the Park and Recreation Department and City of Fort Lauderdale Commission approval to offer comprehensive support and resources, including marketing inclusion, sanitation service scheduling, and compliance oversight. This fee-based system helps fund LOOP and Galt/North Beach programming and Special Event Liaison services, creating a sustainable model without burdening City budgets. Likewise, a security deposit will be imposed, to mirror the one within the Riverwalk district.
- **Compliance Monitoring and Resource Coordination:** Our on-site support team will oversee each event to ensure compliance with established standards and coordinate resources such as restroom maintenance, power, cleaning services, and waste management to maintain an organized, high-quality event experience.

4.2.4. [1] BENEFITS OF PROPOSED APPROACH; SPECIAL EVENTS LIAISON RESPONSIBILITIES

The structured oversight we will bring as a Special Event Liaison ensures that all events hosted in Fort Lauderdale's Barrier Island public spaces, including Las Olas Oceanside and Intracoastal Parks and the Galt / North Beach district, deliver tangible benefits to the community:

- **Economic Impact:** By managing event quality and frequency, we enhance foot traffic, support local businesses, and create a balanced calendar that attracts visitors and residents alike.
- **Community Engagement and Safety:** Our templated requirements and onsite monitoring create safe, enjoyable events that align with community values and meet the City's operational standards.

- **Sustainability and Transparency:** The Barrier Island Event Organizer Fee for Services Program (overview below) generates additional funds for LOOP and Galt/North Beach needs, ensuring that all events contribute fairly to the open spaces' upkeep and promotional efforts. It also assures event compliance to the highest levels, giving the applicant a better chance at having a positive post-event report and, therefore, being welcomed back to host subsequent annual events.

Proposed Barrier Island Event Organizer Fee Program

This program functions independently of the City's application fees and with City approval between the Event Organizer and the Fort Lauderdale Beach Barrier Island Open Spaces Coordinator, who acts as a Special Event Liaison. It provides organizers with standardized services and relieves accountability while providing LOOP and Galt/North Beach with a sustainable funding source.

The proposed Event Organizer Fee would cover:

- **Onsite Compliance Services:** The fee will cover all pre-application reviews, site walkthroughs, and sanitation, power, waste, and space setup needs, including dumpster coordination, restroom cleaning, restroom supplies, site cleaning services, access to electricity (where applicable), access to water sources (where applicable), and other owned property (LOOP only) on an as-needed basis, including tables, chairs, extension cords, tents, and weights.
- **Marketing and PR Inclusion:** Ensuring LOOP and City branding integration across all promotions while assisting event organizers with additional marketing resources.
- **Dedicated Liaison Support:** Providing a team member responsible for compliance checks and event-day support.

By creating an event organizer fee-based package with a partner-based approach, outside event organizers will benefit from best-in-service compliance coordination. As the Special Event Liaison, we can maximize operational efficiency, enhance community engagement, and align all external events with Fort Lauderdale's goals.

4.2.4 [2]. EXAMPLES OF SIMILAR SERVICES PREVIOUSLY PROVIDED: SPECIAL EVENT LIAISON

Our team brings a wealth of experience in event coordination and management at the LOOP, continually aligning with Fort Lauderdale's objectives and elevating the visitor experience. *Although these responsibilities were not stipulated in our previous contract*, we proactively assumed the role of Special Event Liaison to support the seamless execution of high-impact events, showcasing our commitment to LOOP and the Fort Lauderdale community. Through sponsor-funded services, we provided guidance, oversight, and hands-on support to external event organizers, ensuring that all events upheld the LOOP's quality standards.

- **Fort Lauderdale Air Show:** In 2021, we proposed an activation area on Las Olas Festival Street to enhance community engagement during the Fort Lauderdale Air Show. Partnering closely with the organizers, our team provided logistical support and designated a team member to oversee sponsor asset setup, asset delivery coordination, and day-of support to ensure smooth operations and a rapid teardown.
- **Chanukah Fair on Las Olas:** When organizers relocated the Chanukah Fair from downtown to the Las Olas Festival Street in 2022, we leveraged our experience to facilitate a successful

transition. Acknowledging prior issues with this event, we offered comprehensive support with site plans and application processing and amplified marketing efforts through our Wonderland holiday campaign. Additionally, we sponsored essential services to expand the event's budget and were on-site for day-of oversight, working closely with contractors. Although the organizers did not adhere to all compliance guidelines, our established presence in the park led to their calling upon us, reinforcing our commitment to the venue's success and the community's expectations.

- **NHL All-Star Weekend:** As Open Spaces Coordinator, we consulted with NHL representatives and primary sponsors on site layout, space capacities, and efficient installation and removal processes. We provided a pre-approved list of contractors to ensure top-notch standards and charged a fee for a team member to be on-site from setup through breakdown. To safeguard the venue's integrity, we supplied a detailed checklist covering heavy equipment and security requirements, waste management, and sanitation to mitigate potential damages.
- **FemAle Brew Fest:** Our team partnered with the FemAle Brew Fest organizer, offering logistical templates, setup guidance, and procedures for efficient load-in and placement of critical assets such as dumpsters and parking zones. We further supported the event by providing necessary supplies, including tables, chairs, weights, and restroom essentials. This collaboration ensured that the event met LOOP standards while enhancing the attendee experience.

4.2.4 [4]. STRATEGIES: COMMUNITY OUTREACH; ADDRESS/ INCORPORATE COMMUNITY NEEDS

Community feedback is integral to our role as Special Event Liaison. Our outreach strategy includes:

- **Direct Communication Channels:** Ongoing communication with neighborhood associations, local businesses, and residents ensures transparency and provides a platform for community input.
- **Collaborative Planning:** Working with local councils and business organizations, we align event activities with community goals, address concerns, and prioritize resident needs.
- **Post-Event Feedback Mechanisms:** After each event, we gather community feedback through surveys and discussions, which helps us refine processes, address concerns, and improve future events.

4.2.4 [5]. INTEGRATION OF EXISTING RECURRING EVENTS INTO THE ACTIVATION SCHEDULE

We will incorporate existing recurring events, such as marathons and cultural festivals, into the annual activation schedule to maintain continuity while preventing saturation. To manage event frequency, we propose:

- **Capping High-Frequency / High Attendance Events:** We preserve park resources and ensure a balanced event calendar by capping certain event types, such as smaller runs or marathons or events that create extended road closures.
- **Strategic Scheduling:** Aligning high-value events and existing recurring events creates a seamless, diverse calendar that fosters community engagement without overloading the space.

4.2.4 [6] TENTATIVE SCHEDULE FOR SPECIAL EVENT LIAISON UPON CONTRACT APPROVAL

- **PHASE 1 (0-90 DAYS):**
 - Meet with the Parks & Recreation Department to fully understand the depth of service scope and expectations of the role and develop a guideline of parameters.
 - Assess recurring events, refine the event cap structure, and introduce rotational programming.
 - Create an onboarding process and all documents for current and prospective outside event organizers with guidelines and standard operating procedures.
 - Create an Event Organizer Fee Program for Parks Staff and Commission review.
- **PHASE 2 (30+ DAYS)**
 - Focus on compliance oversight for all outside events, coordinating with organizers to align events with LOOP and Galt standards and City expectations.

[Approach to Scope of Services: Special Event Liaison, end of section]

CURRENT WORKLOAD

As the current contractor for Las Olas Oceanside Park, we bring four years of proven success in activating community spaces with high-impact, community-driven programming. Our well-established systems, experienced team, and refined processes enable us to manage LOOP's ongoing activities seamlessly while dedicating focused, thoughtful attention to the unique needs of the Galt/North Beach area.

With these resources in place, we're positioned to integrate the Galt project smoothly into our workload, applying the same mindful and strategic activation approach that has consistently engaged and inspired the LOOP community. Our commitment to quality and community connection ensures that the Galt area will receive the same level of dedication and expertise, creating a vibrant and sustainable destination.

END OF SECTION 4.2.4

4.2.5 | REFERENCES

With over 14 years of dedicated service to the City of Fort Lauderdale, including 10 years with the Beach Business Improvement District and four years as the Open Spaces Coordinator for the Parks & Recreation Department, our focus has remained exclusively on Fort Lauderdale. As a result, we are unable to provide non-City project references within the RFP's scope of service of public space activation.

Instead, we offer project references from our firm's other services in brand development, creative, and event planning. Also included are letters of recommendation from City stakeholders—residents, businesses, nonprofits, and community associations, including those in the Galt/North Beach area—further support our commitment to Fort Lauderdale's growth and our expertise in destination marketing, event programming, sponsorship, and public space activation.

Keith Willard

Title: President, Keith Willard Events

Phone: (754) 214-3537

Email: keith@keithwillardevents.com

Year the Project was Completed: Oct 2019 – Nov 2020; ongoing support

Total Cost of the Project:\$25,000; actual \$25,000

Description Of Work: When Keith Willard Events needed a fresh direction, Keith turned to me upon a recommendation from a previous client. Although his event planning business had gained multiple awards, he felt his brand lacked the impact to break through in a competitive market. Together, we embarked on a complete brand transformation to elevate his image and accelerate growth.

The project included a detailed brand analysis, logo redesign, and the development of a refined website that better reflected his expertise. We sourced compelling imagery and crafted taglines, programmatic content and copy to capture his vision. To maintain a cohesive brand identity across all platforms, I created customized email signatures, social media templates, print ads, and integrated podcast elements for his emerging show, *Behind the Veil*, a concept we launched as part of his growth strategy. Today, *Behind the Veil* has become a syndicated success, receiving multiple awards and drawing world-renowned event planners, Monte, David Tutera, Colin Cowie and others as guests. Keith's business now stands out with a bold brand that showcases his talent, making him a recognized leader in the event planning space.

Dawson Pritchett

Title: Former Manager, Sports & Entertainment, Visit Lauderdale

Phone: (407) 761-7699

Email: dawson@air.show

Year the Project was Completed: January 2020

Total Cost of the Project: Cost to Visit Lauderdale \$0. Est \$70,000; Act \$68,804.

Description of Work: As a member of the Visit Lauderdale Marketing Advisory Committee, I was approached by Mr. Pritchett on behalf of Visit Lauderdale as an inquiry to capitalize on Super Bowl 54 in Miami. With only four weeks until the big game, I created a concept “Raised In the 954” and an event which focused on the significant number of Broward County high school football players who made it to the NFL. Mr. Pritchett pitched the concept to the Miami Super Bowl Host Committee, who found value as a sanctioned event within their schedule.

Working with no funds from Visit Lauderdale, we quickly pitched sponsors to raise the estimated \$70,000 budget needed to create a three-day immersive weekend, which kicked off with a Friday Night concert honoring National High School Champion Team, St Thomas Aquinas Raiders. The event brought together 14 local community partners, 5 high school marching bands, 3 arts and health and wellness organizations

and 9 local businesses, to present a family friendly weekend focused on the youth movement in the City of Fort Lauderdale. Our team handled every aspect of the event, including site logistics and city required police and fire department services, permitting, partner activations, vendor procurement, all creative, public relations and marketing.

Attended by well over 20,000 throughout the weekend, the event, sponsored in major part by the City of Fort Lauderdale BBID and Florida Power and Light, generated much buzz for Fort Lauderdale, garnering over 35 media placements and an estimated 9.4 million media impressions, including the cover of the Sun-Sentinel twice.

Matt Pena

Title: Former Account Director, GMR Marketing, representing Humana

Phone: (262) 492-1823

Email: matt@thestoryhouse-la.com

Year the Project was Completed: May 2022

Total Cost of the Project: \$20,000; Actual \$15,000 with \$5,000 donation to LOOP

Description of Work: In 2022, independent of our work with as the Fort Lauderdale Beach Open Spaces Coordinator, I was retained by GMR by way of an introduction by Visit Lauderdale, to work with the GMR team to help coordinate their activation for Humana, the title sponsor of the National Senior Games. In a consultancy role, we managed their \$20,000 overall budget to create an activation plan and coordinate all logistics, including permitting and local vendor contracting, activation coordination and brand ambassador management with their team. Coming in under budget at \$15,000, to produce a concert, movie night and health and wellness experience, we in turn waived our company fees to transition the \$5,000 balance into a legacy grant for Las Olas Oceanside Park to further Humana's reach post event.

LETTERS OF SUPPORT, PAGES

Chad Larabee, Lead Producer, Junto Ent., Pixar Putt

Fred Nesbit, President, Galt Mile Community Association

Kyle Smith, VP Sales, Air•Show, Fort Lauderdale Air Show

Matt Pena, Account Director, Story House L.A

Michael and Michele Penrod, Co-owners, Elbo Room

Cathy Vassallo, President, North Beach Business Association

Rozeta Mahboubi, Regional Director, FRLA Broward Chapter

Tammy Holder, Broward Center Performing Arts / Spotlights

Vanessa Apotheker, President, Tarpon River Civic Assoc

Von Freeman, Director of Events & Experiences, Audacy

William Brown, President, Central Beach Alliance

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E: matt@thestoryhouse-la.com

E: mike@mikepenrod.com

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END OF SECTION 4.2.5



November 4, 2024

To Whom It May Concern,

This letter is to enthusiastically support rAv Communications in their application to continue as the Open Spaces Coordinator for Fort Lauderdale Beach. As Lead Producer and Creative Director at Junto Entertainment I had the pleasure to work closely with Ari and her team when I brought Pixar Putt to the LOOP in early 2023.

From site assistance, permitting, and staff support to public relations, marketing, and connecting us with local resources, rAv Communications ensured that every detail was carefully coordinated. This level of experience is especially relevant as the new RFP scope includes oversight of outside event organizers—a capacity in which they have already proven their effectiveness and professionalism.

I wholeheartedly support their continued role as Open Spaces Coordinator and believe they will bring the same level of dedication and success to future projects in Fort Lauderdale.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chad Larabee".

Chad Larabee
Lead Producer + Creative Director
Junto Entertainment, Pixar Putt

GALT MILE COMMUNITY ASSOCIATION, INC.

Fred Nesbitt, President and Chairman
Paul Sarelakos, Vice President
Fern McBride, Secretary
Ed Hashek, Treasurer
Drs: Ralph Hamaker, Jim Madgett

2805 E. Oakland Park Blvd, #490
Fort Lauderdale, FL 33306
(954) 881-2842
galtmile.com
facebook.com/galtmilecommunity

November 11, 2024

City Parks and Recreation Department

RE: RFP for activating open space areas

I understand the Parks and Recreation Department is soliciting proposals (RFP) from qualified professional firms, to provide management, coordination, and staffing to support the City's Parks and Recreation Department in activating open space areas. I believe one of the areas being considered is the Galt Mile restaurants and shops.

As President of the neighborhood association (Galt Mile Community Association), we are excited about showcasing the Galt Mile neighborhood and all it has to offer.

I had the opportunity to speak with Arianne Glassman regarding this project. She shared with me some of her past work, and we talked briefly about the possibilities for a neighborhood such as ours. I am extremely impressed with her work, visions and planning. I find her very easy to discuss ideas and share information. I like the fact she is not trying to tell us what to do – but is soliciting input and learning about the uniqueness of the neighborhood.

The Galt Mile Community Association strongly supports her application for this RFP. I think that working together, we can accomplish our goal of making the Galt Mile a destination neighborhood. I like her concept:

“Gather at the Galt” for Good Times, Artistic Expression, Libations, Tastes, and Tunes.



Fred Nesbitt, President
Galt Mile Community Association

Members: Berkley South • Caribe • Commodore • Continental • Coral Ridge Towers Original • Coral Ridge Towers East • Coral Ridge Towers North • Coral Ridge Towers South • Edgewater Arms • Fountainhead • Galleon • Galt Ocean Club • Galt Towers • Hampton Beach Club • Il Lugano Residences • L'Ambiance Beach • L'Hermitage I • L'Hermitage II • L'Hermitage Common • Maracay • Ocean Club • Ocean Sky • Ocean Manor • Ocean Summit • Playa del Mar • Playa del Sol • Plaza East • Plaza South • Regency South • Regency Tower • Riviera • Royal Ambassador • Southpoint • Vue • Warwick •



11/13/24

To Whom It May Concern,

On behalf of the Hollywood Arts Committee, I am pleased to support rAv Communications in their application to continue as the Open Spaces Coordinator for Fort Lauderdale Beach. We have collaborated with rAv Communications on two artist showcases for Caribbean American and Hispanic Heritage Month, and their professionalism and expertise in event coordination and marketing have made these events a great success.

With the expansion of this role to include programming for the Galt area, we see exciting opportunities to grow these showcases further, creating even more visibility and opportunities for artists.

Sincerely,

Joshua Naville, Co-Founder

Hollywood Arts Committee



RE: Letter of Support for Arianne Glassman, rAv Communications, City of Fort Lauderdale Open Spaces Coordinator

To Whom It May Concern,

I am pleased to support Arianne Glassman, and rAv Communications, whose brand development and public space programming work has significantly enhanced Fort Lauderdale Beach's reputation as a top destination. During my time as Senior Vice President of Marketing and Communications at Visit Lauderdale, we collaborated extensively to integrate BBID-sponsored activations into broader campaigns, spotlighting key experiences at Las Olas Oceanside Park and beyond.

Together, we worked on several impactful initiatives:

- **COVID-19 Outreach and Clean & Safe Pledge:** Arianne coordinated outreach to enroll over 80 beach businesses, supporting the citywide effort to build confidence in safe travel and business practices.
- **Signature COVID-19 Video Campaign:** To inspire travelers to return post-lockdown, Arianne developed, self-funded, and managed a video campaign capturing the area's resilience and community spirit.
- **"Everyone Under the Sun" Brand Integration:** Arianne expanded this campaign to promote The LOOP as a vibrant hub for diverse, inclusive experiences.
- **Pet-Friendly Travel Initiative:** Arianne's "Tour with Teddy" series and the "Fur the Love Pet Fest" reinforced Fort Lauderdale's appeal as a pet-friendly destination.

Throughout our collaboration, Arianne also developed campaigns such as the "Love is Love" anniversary and the Valentine's Day Vow Renewal, strengthening the area's identity as an inclusive community. I can attest to Arianne's unique ability to manage multi-stakeholder projects and deliver high-impact programming. Her dedication and expertise make her exceptionally suited to meet the objectives outlined in this RFP.

Sincerely,

Kara Franker, JD, CDME

President and CEO, Visit Florida Keys

(305) 321-3929

kara@fla-keys.com

November 8, 2024

To Whom It May Concern,

I am pleased to provide a letter of support for Arianne Glassman and rAv Communications, with whom I collaborated on two major activations while managing the Humana and Good Foods accounts. Arianne and her team's expertise in event logistics, community engagement, and brand visibility made each project a success and maximized the value of our sponsorship investments.

In 2022, as Account Director for GMR Marketing, I managed the Humana account during the National Senior Games. rAv was integral in executing the local activation, managing a \$20,000 budget with impressive attention to detail and strategic insight. They handled local logistics, permitting, and event coordination, ensuring Humana's brand objectives were met through creative, engaging activities that resonated with the senior athlete demographic. Their coordinated efforts—from branded movie nights and a tribute concert to yoga sessions and cooking demos—created an inviting and memorable experience for attendees. Additionally, they coordinated on-site supply storage, staff accommodations, and data capture, helping us exceed Humana's marketing goals. The legacy grant from the sponsorship balance further enhanced Fort Lauderdale Beach's community offerings.

Following my transition to Story House in Los Angeles, Arianne and her team once again delivered an outstanding activation for Good Foods during the 2024 Caribbean American Heritage Month (CAHM) celebrations at Las Olas Oceanside Park. Working with a \$2,500 budget, they provided Good Foods with extensive visibility, securing prominent sponsor recognition, media coverage, and onsite activation space. The overall CAHM campaign, which included Good Foods activations, generated over 42 million impressions and a publicity value exceeding \$2.3 million through a press release, dedicated social media content, and placements across partner platforms. Additionally, they tailored a digital strategy featuring bounce-back coupon offers linked to a custom recipe page, extending our brand's reach with innovative engagement tactics.

Arianne and her team's dedication, creativity, and local expertise make her a valuable market expert. Our ongoing conversations about future projects speak to her effectiveness as a partner who delivers meaningful community impact and brand success.

Sincerely,
Matt Peña
Former Account Director, GMR for Humana
Current Account Director, Story House for Good Foods
Phone: (262) 492-1823
Email: mpena@thestoryhouse-la.com



Dear City of Fort Lauderdale,

On behalf of the North Beach Restaurants and Shoppes Business Association, we are writing to express our strong support for the rAv Communications' application to be the Open Spaces Coordinator for North Beach area at the Galt (NOBE Galt). We believe the proposed project and this initiative is crucial for transforming our area into a vibrant destination that reflects the unique identity of our community.

The proposed program will enhance local business visibility and generate sustainable funding for community events. By fostering collaboration among local merchants and residents, we can create shared experiences that promote pride and connectivity. Events like night markets, art festivals, and cultural celebrations will not only strengthen our community but also drive foot traffic to our businesses.

We are particularly excited about the strategic marketing campaign that will highlight NOBE Galt as a welcoming space for both residents and visitors. The phased approach to activation ensures that community needs are prioritized, making NOBE Galt a thriving hub for recreation and connection.

In conclusion, we wholeheartedly support the the rAv Communications' application and look forward to collaborating with the City of Fort Lauderdale to bring this vision to life.

Thank you for your consideration.

Sincerely,

Cathy Vassallo, president

Board of Directors, North Beach Restaurants and Shoppes Business Association



FLORIDA RESTAURANT & LODGING ASSOCIATION

BROWARD CHAPTER

November 13, 2024

To Whom It May Concern,

On behalf of FRLA Broward, I am pleased to support rAv Communications in their application to continue as the Open Spaces Coordinator for Fort Lauderdale Beach. Over the past four years, FRLA has been a proud sponsor of the annual Pumpkins & Palm Trees Pie Baking Competition, which invites Broward County culinary students to showcase their talents and compete for the title of "Best Pie in Broward."

rAv Communications has consistently demonstrated its commitment to youth engagement and community enrichment through this event. Coordinating a media plan and inviting a judging panel of local media representatives has amplified the event's visibility across the region. Their professionalism, dedication, and collaborative approach have made this competition a highlight for students, teachers, and the community.

We fully support their continued role as Open Spaces Coordinator and look forward to seeing the positive impact they will continue to have.

Sincerely,

Rozeta Mahboubi

Rozeta Mahboubi

Regional Director

FRLA Broward Chapter



November 7, 2024

To Whom It May Concern,

On behalf of the Broward Center Spotlights, I am pleased to offer our support for rAv Communications' application to continue as the Open Spaces Coordinator for Fort Lauderdale Beach.

Over the years, we have partnered with rAv Communications to bring the Spotlights' youth performances to events like Pumpkins and Palm Trees, Broadway at the Beach, and various holiday celebrations at Las Olas Oceanside Park.

Through this partnership, rAv Communications has created invaluable opportunities for our young performers to connect with the community, while also making generous donations to the development of our program.

Their dedication to youth engagement, arts, and community-centered programming has enriched the lives of our young performers and the broader Fort Lauderdale community.

We wholeheartedly support their continued role as Open Spaces Coordinator and look forward to future opportunities to work together in support of youth and the arts.

Sincerely,

A handwritten signature in black ink that reads "Tammy Holder".

Tammy Holder

Artist-in-Residence

tholder@browardcenter.org



November 11, 2024

To Whom It May Concern,

As a resident of the City of Fort Lauderdale, and on behalf of the Tarpon River Civic Association, I am pleased to support rAv Communications' application to continue as the Open Spaces Coordinator for Fort Lauderdale Beach.

Our family has attended the Friday Night Sound Waves concert series and many other events led by rAv Communications since their start in bringing events to the Fort Lauderdale area in 2015. Their commitment to creating vibrant, family-friendly programming has been a wonderful asset to our community.

As the District 4 Representative for the Council of Fort Lauderdale Civic Associations (CFLCA), I can attest to the lasting impact rAv Communications has made in bringing our neighborhoods together through music, arts, and seasonal events at Las Olas Oceanside Park. Their dedication to our residents has strengthened our sense of community, making the park a place we can all enjoy and be proud of.

With the new contract expanding to include the North Beach and Galt Shoppes areas, as well as oversight of external event organizers, I am confident that rAv Communications will continue to deliver quality events that meet the high standards our community deserves.

Sincerely,

Vanessa Apotheker
Resident, City of Fort Lauderdale
President, Tarpon River Civic Association
District 4 Representative, Council of Fort Lauderdale Civic Associations



From: Von Freeman, Director of Events & Experience Audacy Media

RE: Letter of Support for Open Spaces Coordinator

To Whom It May Concern,

I am writing to offer my strong support for Arianne Glassman and rAv Communications in their application for the Open Spaces Coordinator position for Fort Lauderdale Beach.

My partnership with Ms. Glassman began in 2016 when she approached our team at Entercom Radio to explore sponsorship opportunities for the Friday Night Sound Waves concert series. At the time, we were rebranding our station, 102.7 The Beach, and also looking to launch a music festival to coincide the same year.

Ms. Glassman's foresight and genuine understanding of Fort Lauderdale's potential led her to propose Fort Lauderdale Beach as the ideal venue for what would become the Riptide Music Festival. Her initiative to connect us with the Beach Business Improvement District (BBID) and facilitate the necessary funding to launch Riptide helped turn a promising idea into a reality. Without her initial outreach and determination, this longstanding partnership would unlikely have been established. Riptide Music Festival alone has generated millions in economic activity and, during our eight-year run, become a staple for locals and visitors.

Beyond the festival, Ms. Glassman's commitment to creating quality programming for Fort Lauderdale Beach is evident in her ongoing collaboration with our station, now under the Audacy flagship. The partnership she cultivated has expanded over the years to include creative integrations like live broadcasts with musicians performing in-studio before concerts, appearances by our station personalities, and activations that enhance the attendee experience at LOOP events. Through this relationship, rAv Communications has consistently created added value for the community and our station, resulting in impactful events and invaluable in-kind media support that strengthens our connection to the Fort Lauderdale audience.

This collaboration speaks to Ms. Glassman's dedication to elevating Fort Lauderdale Beach as a premier destination and her vision for building partnerships that create lasting value for the entire community. I firmly believe that her continued leadership as Open Spaces Coordinator will foster even more growth and success for Fort Lauderdale Beach and the newly added expanded areas of the Galt / North Beach area.

Sincerely,
Von Freeman
Director of Events & Experiences
Von.freeman@audacy.com
818-297-4127
Audacy (formerly Entercom / CBS Radio)



City of Fort Lauderdale
Attn: Procurement Services
1 East Broward Blvd. Suite 444
Fort Lauderdale, FL 33301

November 12, 2024

RE: Letter of Support for Open Spaces Coordinator

To Whom It May Concern,

On behalf of the Central Beach Alliance (CBA), I strongly support Arianne Glassman and the team at rAv Communications for the Open Spaces Coordinator contract position.

For the past 10 years, Ms. Glassman's extensive involvement with the Beach Business Improvement District has been unwavering, with the last four overseeing the activation of Las Olas Oceanside Park. Ms. Glassman has always shown our beach community a willingness towards achieving quality programs and events that align with the community's needs and improve the quality of life for all Fort Lauderdale residents.

Here are some examples of programs & events the CBA has witnessed first-hand with much success due to Ari's involvement:

- **Friday Night Sound Waves Concert Series:** This popular, resident-friendly concert series has brought the community together regularly and continues to be a highlight event that fosters a sense of safety and camaraderie among residents and visitors alike.
- **Weekend Markets and Seasonal Events:** Residents enjoy the local markets and seasonal festivities that Ms. Glassman and her team have organized, including family-oriented events like Shakespeare in the Park, movie nights, and family-friendly holiday gatherings. These events consistently bring added vibrancy and engagement to the area.
- **Management of Larger Activations:** When significant events such as the Alfa Romeo F1 Experience, Pixar Putt, The Rink, the Visit Lauderdale Food and Wine Festival, and upcoming activations like the Grand Prix 2025 were introduced, Ms. Glassman worked diligently to ensure they aligned with resident interests by addressing traffic congestion, noise control, and overall value to the community.
- **Hurricane Relief Drives:** Ms. Glassman's efforts have extended beyond regular programming; she has organized hurricane relief drives that encourage residents to volunteer and donate supplies, strengthening community bonds and making a positive difference in times of need.

Additionally, Ms. Glassman has taken proactive measures to ensure continuous communication with CBA members, attending commission agenda review meetings and providing regular updates at Chamber Beach Council meetings. Her responsiveness to resident feedback and her proactive approach to addressing concerns have made her an invaluable liaison between our community and the city, ensuring all events remain in compliance with city regulations.

Given Ms. Glassman's history and performance record, please consider her proposal to have strong support from the CBA. If awarded, we will continue to work together as community stakeholders in a collaborative approach to achieving successful outcomes that make Fort Lauderdale Beach a vibrant community and an international tourist destination.

Sincerely,

William Brown

President

112 N. Birch Road #201
Fort Lauderdale, FL 33304
cbaftl.com

CAM #25-0161
Exhibit 3
Page 35 of 51

4.2.6 | MINORITY/WOMEN (M/WBE) PARTICIPATION

Although A&R Enterprises of South Florida Inc. has been majority woman-owned since incorporation in 2002 and solely woman-owned since 2013, it is not registered as a woman-owned business in Florida. We have taken measures to receive certification through the SBA and will provide it upon request at the time of a contract award.

4.2.7 | SUBCONTRACTORS

From the start, our business model has been to hire experts in their respective fields to fill gaps in skills, contacts, and time, allowing us to give clients the best-in-field professionals to complete a project. I hereby submit for review the following professional firms' assigned tasks based on the Open Spaces Coordinator contract needs.

Durée & Company: Strategic Public Relations

President, Duree Ross | Account Manager, Abbie Lipton

Fort Lauderdale-based Durée & Company has been a vital PR partner for LOOP since 2021, driving visibility and engagement through strategic media outreach and community-focused storytelling. With nearly 25 years of expertise, Durée & Company continues to amplify LOOP's brand, achieving impressive results and high ROI. Their ongoing efforts connect LOOP with diverse audiences, strengthen our cultural presence, and solidify its reputation as a Fort Lauderdale community cornerstone.

Bright Pink Agency: Reliable Web Solutions and Technical Support for LOOP

President and CEO, Madaline lordache | Chief Technology Officer, Jonie lordache

Based in Coral Springs, Bright Pink Agency has been LOOP's trusted website development and technology partner since the site's inception. With over 15 years of collaboration on various projects, Bright Pink has provided seamless web solutions, ongoing updates, and dependable hosting services that align with LOOP's mission. Known for their purpose-driven approach and commitment to clarity, Bright Pink Agency ensures LOOP's digital presence remains accessible, engaging, and aligned with our community-focused goals.

CITY OF FORT LAUDERDALE BID/PROPOSAL CERTIFICATION

Please Note: It is the sole responsibility of the bidder/proposer to ensure that their response is submitted electronically through the City's on-line strategic sourcing platform prior to the bid opening date and time listed. Paper bid submittals will not be accepted. All fields below must be completed. If the field does not apply to you, please note N/A in that field.

If you are a foreign corporation, you may be required to obtain a certificate of authority from the department of state, in accordance with Florida Statute §607.1501 (visit <http://www.dos.state.fl.us/>).

Company: (Legal Registration) A & R Enterprises of So FL, inc. dba rAv Communications EIN (Optional): 02-0637901

Address: 612 SW 13th Ave

City: Fort Lauderdale State: FL Zip: 33312

Telephone No.: 954-205-8754 FAX No.: _____ Email: ari@aravcommunications.com

Delivery: Calendar days after receipt of Purchase Order (section 1.02 of General Conditions): _____

Total Bid Discount (section 1.05 of General Conditions): N/A

Check box if your firm qualifies for DBE (section 1.09 of General Conditions): ☒

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

Addendum No.	Date Issued	Addendum No.	Date Issued	Addendum No.	Date Issued	Addendum No.	Date Issued
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

VARIANCES: If you take exception or have variances to any term, condition, specification, scope of service, or requirement in this competitive solicitation you must specify such exception or variance in the space provided below or reference in the space provided below all variances contained on other pages within your response. Additional pages may be attached if necessary. No exceptions or variances will be deemed to be part of the response submitted unless such is listed and contained in the space provided below. The City does not, by virtue of submitting a variance, necessarily accept any variances. If no statement is contained in the below space, it is hereby implied that your response is in full compliance with this competitive solicitation. If you do not have variances, simply mark N/A.

N/A

The below signatory hereby agrees to furnish the following article(s) or services at the price(s) and terms stated subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid/proposal. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal, I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this bid/proposal. The below signatory also hereby agrees, by virtue of submitting or attempting to submit a response, that in no event shall the City's liability for respondent's direct, indirect, incidental, consequential, special or exemplary damages, expenses, or lost profits arising out of this competitive solicitation process, including but not limited to public advertisement, bid conferences, site visits, evaluations, oral presentations, or award proceedings exceed the amount of Five Hundred Dollars (\$500.00). This limitation shall not apply to claims arising under any provision of indemnification or the City's protest ordinance contained in this competitive solicitation.

Submitted by:

Arianne Glassman

Name (printed)

November 13, 2024

Date

Arianne Glassman

Signature

President

Title



NON-COLLUSION STATEMENT

By signing this offer, the vendor/contractor certifies that this offer is made independently and free from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement.

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement.

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g., ownership of five (5) percent or more).

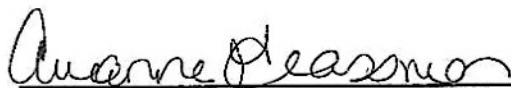
3.4. Immediate family members (spouse, parents, and children) are also prohibited from contracting with the City subject to the same general rules.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

NAME

RELATIONSHIPS

In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.



Authorized Signature

Arianne Glassman

Name (Printed)

President

Title

November 13, 2024

Date



**CONTRACTOR'S CERTIFICATE OF COMPLIANCE WITH
NON-DISCRIMINATION PROVISIONS OF THE CONTRACT**

The completed and signed form should be returned with the Contractor's submittal. If not provided with submittal, the Contractor must submit within three business days of City's request. Contractor may be deemed non-responsive for failure to fully comply within stated timeframes.

Pursuant to City Ordinance Sec. 2-17(a)(i)(ii), bidders must certify compliance with the Non-Discrimination provision of the ordinance.

- A. Contractors doing business with the City shall not discriminate against their employees based on the employee's race, color, religion, gender (including identity or expression), marital status, sexual orientation, national origin, age, disability, or any other protected classification as defined by applicable law.

Contracts. Every Contract exceeding \$100,000, or otherwise exempt from this section shall contain language that obligates the Contractor to comply with the applicable provisions of this section.

The Contract shall include provisions for the following:

- (i) The Contractor certifies and represents that it will comply with this section during the entire term of the contract.
- (ii) The failure of the Contractor to comply with this section shall be deemed to be a material breach of the contract, entitling the City to pursue any remedy stated below or any remedy provided under applicable law.


Authorized Signature

Arianne Glassman, President
Print Name and Title

November 13, 2024
Date



LOCAL BUSINESS PREFERENCE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the local business price preference classification as indicated herein, and further certifies and agrees that it will re-affirm its local preference classification annually no later than thirty (30) calendar days prior to the anniversary of the date of a contract awarded pursuant to this ITB. Violation of the foregoing provision may result in contract termination.

- (1) is a **Class A** Business as defined in City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. A copy of the City of Fort Lauderdale current year Business Tax Receipt and a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.

Business Name

- (2) is a **Class B** Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. A copy of the Business Tax Receipt or a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.

Business Name

- (3) is a **Class C** Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. A copy of the Broward County Business Tax Receipt shall be provided within 10 calendar days of a formal request by the City.

Business Name

- (4) requests a **Conditional Class A** classification as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

Business Name

- (5) requests a **Conditional Class B** classification as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

~~A & R Enterprises of So. FL, inc~~

Business Name

- (6) is considered a **Class D** Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186 and does not qualify for Local Preference consideration.

A & R Enterprises of So.FL, inc.

Business Name

BIDDER'S COMPANY: A & R Enterprises of So. FL, inc dba rAv Communications

AUTHORIZED COMPANY PERSON: Arianne Glassman *Arianne Glassman* 11/13/24
PRINT NAME SIGNATURE DATE



DISADVANTAGED BUSINESS ENTERPRISE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the disadvantaged business enterprise price preference classification as indicated herein, and further certifies and agrees that it will re-affirm its preference classification annually no later than thirty (30) calendar days prior to the anniversary of the date of a contract awarded pursuant to this solicitation. Violation of the foregoing provision may result in contract termination.

- (1) is a disadvantaged class 1 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that has established and agrees to maintain a permanent place of business located in a non-residential zone, staffed with full-time employees within the limits of the city, and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.

Business Name

- (2) is a disadvantaged class 2 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that has established and agrees to maintain a permanent place of business within the limits of the city with a full-time employee(s) and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.

Business Name

- (3) is a disadvantaged class 3 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that has established and agrees to maintain a permanent place of business located in a non-residential zone, staffed with full-time employees within the limits of the Tri-County area and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.

Business Name

- (4) is a disadvantaged class 4 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that does not qualify as a Class A, Class B, or Class C business, but is located in the State of Florida and provides supporting documentation of its disadvantaged certification as established in the City's Procurement Manual.

Business Name

- (5) is not considered a Disadvantaged Enterprise Business as defined in the City of Fort Lauderdale Ordinance Sec.2-185 and does not qualify for DBE Preference consideration.

A & R Enterprises of So. FLA, inc

Business Name

BIDDER'S COMPANY: A & R Enterprises of So. FL, inc dba rAv Communications

AUTHORIZED COMPANY PERSON: Arianne Glassman 11/13/24
PRINT NAME SIGNATURE DATE



CONTRACT PAYMENT METHOD

The City of Fort Lauderdale has implemented a Procurement Card (P-Card) program which changes how payments are remitted to its vendors. The City has transitioned from traditional paper checks to credit card payments via MasterCard or Visa as part of this program.

This allows you as a vendor of the City of Fort Lauderdale to receive your payments fast and safely. No more waiting for checks to be printed and mailed.

In accordance with the contract, payments on this contract will be made utilizing the City's P-Card (MasterCard or Visa). Accordingly, bidders must presently have the ability to accept the credit card or take whatever steps necessary to implement acceptance of a card before the start of the contract term, or contract award by the City.

All costs associated with the Contractor's participation in this purchasing program shall be borne by the Contractor. The City reserves the right to revise this program as necessary.

By signing below, you agree with these terms.

Please indicate which credit card payment you prefer:

☒ MasterCard

☐ Visa

A & R Enterprises of So FL, inc. dba rAv Communications

Company Name

Arianne Glassman

Name (Printed)

Arianne Glassman

Signature

President

Title

November 13, 2024

Date



E-VERIFY AFFIRMATION STATEMENT

Solicitation/Bid /Contract No: RFP Event No. 368

Project Description:


City of Fort Lauderdale Open Spaces Coordinator

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- A. all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- B. all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name: A & R Enterprises of So FLA, inc

Authorized Company Person's Signature: 

Authorized Company Person's Title: President

Date: November 13, 2024

AFFIDAVIT OF COMPLIANCE WITH FOREIGN ENTITY LAWS
(Florida Statute- §287.138, 692.201, 692.202, 692.203, and 692.204)

The undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury as follows:

1. Entity is not owned by the government of a foreign country of concern as defined in Section 287.138, Florida Statutes. (Source: § 287.138(2)(a), Florida Statutes)
2. The government of a foreign country of concern does not have a controlling interest in Entity. (Source: § 287.138(2)(b), Florida Statutes)
3. Entity is not organized under the laws of, and does not have a principal place of business in, a foreign country of concern. (Source: § 287.138(2)(c), Florida Statutes)
4. Entity is not owned or controlled by the government of a foreign country of concern, as defined in Section 692.201, Florida Statutes. (Source: § 288.007(2), Florida Statutes)
5. Entity is not a partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a foreign country of concern, as defined in Section 692.201, Florida Statutes, or a subsidiary of such entity. (Source: § 288.007(2), Florida Statutes)
6. Entity is not a foreign principal, as defined in Section 692.201, Florida Statutes. (Source: § 692.202(5)(a)(I), Florida Statutes)
7. Entity is in compliance with all applicable requirements of Sections 692.202, 692.203, and 692.204, Florida Statutes.
8. **(Only applicable if purchasing real property)** Entity is not a foreign principal prohibited from purchasing the subject real property. Entity is either (a) not a person or entity described in Section 692.204(1)(a), Florida Statutes, or (b) authorized under Section 692.204(2), Florida Statutes, to purchase the subject property. Entity is in compliance with the requirements of Section 692.204, Florida Statutes. (Source: §§ 692.203(6)(a), 692.204(6)(a), Florida Statutes)
9. The undersigned is authorized to execute this affidavit on behalf of Entity.

Name: Arianne Glassman Title: President Entity: A-R Enterprises of SoFL, Inc
dba RAU Communications
Signature: [Signature] Date: November 13, 2024

NOTARY PUBLIC ACKNOWLEDGEMENT SECTION

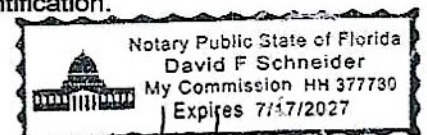
STATE OF FLORIDA
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me, by means of ☒ physical presence or ☐ online notarization, this 14 day of NOV 2024 by ARIANNE GLASSMAN, as President for RAU Communications, who is personally known to me or who has produced FL DRIVERS as identification.

Notary Public Signature: David F. Schneider
Print Name: David F. Schneider

(Notary Seal)

My commission expires: 01/17/2027





ANTI-HUMAN TRAFFICKING AFFIDAVIT

Rev: 1 | Date: 08/06/2024

The undersigned, on behalf of A+R Enterprises of SoFL dba rAv Communications
a Florida (State) For Profit Business (Type of Entity), ("Nongovernmental
Entity"), under penalty of perjury, hereby deposes and says:

1. My name is Ariane Glassman.
2. I am an Y officer or _____ authorized representative of the Nongovernmental Entity.
3. I attest that the Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes (2024), as may be amended or revised.

Under penalties of perjury, I declare that I have read the foregoing Anti-Human Trafficking Affidavit and that the facts stated in it are true.

Signature of Officer or Representative: Ariane Glassman

Name of Officer or Representative: Ariane Glassman Title: President

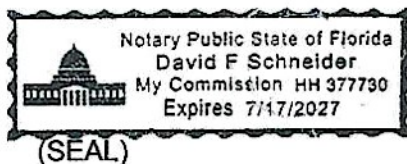
Office Address: 612 SW 13th Avenue, Fort Lauderdale 33312

Email Address: ari@rarcommunications.com

Main Phone Number: 954-205-8754 FEIN No.: 02-0637901

STATE OF FLORIDA
COUNTY OF BROWARD

Sworn to and subscribed before me by means of ☒ physical presence or ☐ online
notarization, this 14 day of NOV, 2024, by ARIANNE GLASSMAN



David F. Schneider
(Signature of Notary Public – State of FL)

David F. Schneider
Print, Type or Stamp Commissioned Name of
Notary Public)

Personally Known _____ OR Produced Identification X

Type of Identification Produced FL DRIVERS



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/11/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Pro Insur, Inc dba Campbell Risk Management 9595 Whitley Drive, Suite 204 Indianapolis, IN 46240 Larry Spilker Ext 203	CONTACT NAME: Larry Spilker ext 203 PHONE (A/C No, Ext): 317-848-9075 FAX (A/C, No): 317-848-9093 E-MAIL ADDRESS: lspilker@campbellrisk.com														
INSURED A&R Enterprises of SO FL Inc. dba/ The MKT at Las Olas Oceanside Park 1518 Garfield Street Hollywood Florida 33020	<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A: HANOVER INSURANCE GROUP</td><td>22292</td></tr><tr><td>INSURER B:</td><td></td></tr><tr><td>INSURER C:</td><td></td></tr><tr><td>INSURER D:</td><td></td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></tbody></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: HANOVER INSURANCE GROUP	22292	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER B:															
INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	AAM8240 LHW D481967 - 02	10/12/2024	10/12/2025	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
<input type="checkbox"/>	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
<input type="checkbox"/>	UMBRELLA LIAB EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
<input type="checkbox"/>	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/>	<input type="checkbox"/>	N/A			PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Those usual to the Insured's operation. Blanket additional Insured applies per coverage form 421-2915 06 15. Certificate holder, if any, is hereby an additional insured.

CERTIFICATE HOLDER City of Fort Lauderdale 100 N. Andrews Avenue Fort Lauderdale, FL 33301	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE CAM #25-0161
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Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) A & R Enterprises of So FL, inc	
	2 Business name/disregarded entity name, if different from above. rAv Communications	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input checked="" type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions)	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)	
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions. <input type="checkbox"/>	
5 Address (number, street, and apt. or suite no.). See instructions. 612 SW 13 Avenue		Requester's name and address (optional)
6 City, state, and ZIP code Fort Lauderdale, FL 33312		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
0	2	-	0	6	3	7	9	0 1

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person

Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Officer/Registered Agent Name](#) /

Detail by Officer/Registered Agent Name

Florida Profit Corporation
A & R ENTERPRISES OF SO. FL INC.

Filing Information

Document Number P02000078407
FEI/EIN Number 02-0637901
Date Filed 07/17/2002
State FL
Status ACTIVE
Last Event CANCEL ADM DISS/REV
Event Date Filed 10/24/2005
Event Effective Date NONE

Principal Address

612 SW 13th Avenue
FORT LAUDERDALE, FL 33312

Changed: 11/08/2024

Mailing Address

612 SW 13th Avenue
FORT LAUDERDALE, FL 33312

Changed: 11/08/2024

Registered Agent Name & Address

GLASSMAN, ARIANNE
612 SW 13th Avenue
FORT LAUDERDALE, FL 33312

Name Changed: 04/26/2012

Address Changed: 11/08/2024

Officer/Director Detail

Name & Address

Title President

GLASSMAN, ARIANNE
612 SW 13th Avenue
FORT LAUDERDALE, FL 33312

Title Chief Operations Officer

Mayo, Malcom
6952 SW 38 Street
#C101
Davie, FL 33314

Title Director

Wieland, Jenna Dianne
1560 SW 23rd Avenue
Fort Lauderdale, FL 33312



REFERENCES

A minimum of three (3) references shall be provided. It is the responsibility of the Bidder/ Proposer to ensure that the information provided is accurate and current. The City may find your firm non-responsive for providing wrong and or outdated information. Additional references may be provided on a separate page.

Company Name:	Keith Willard Events
Address:	3036 S Oakland Forest Dr #2701, Oakland Park, FL 33309
Contact Person:	Keith Willard
Title:	President
Phone #:	(754) 214-3537
Email:	keith@keithwillardevents.com
Contract Value:	\$25,000
Year(s):	2020
Description:	Brand Development, Logo Creation, Website Development, Copywriting, Advertising, Social Media

Company Name:	Formerly, Visit Lauderdale
Address:	N/A
Contact Person:	Dawson Pritchett
Title:	Former Manager Sports & Entertainment
Phone #:	(407) 761-7699
Email:	dawson@air.show
Contract Value:	Pro Bono; self produced through outside sponsorship
Year(s):	2020
Description:	Creation, coordination, sponsorship and activation services for Broward County's only sanctioned Miami Super Bowl 54 Community Celebration Event

Company Name:	Former: GMR Marketing; Presently Story House L.A.
Address:	12777 W Jefferson Blvd., Bldg C, Los Angeles, CA 90066
Contact Person:	Matt Pena
Title:	Account Director
Phone #:	(262) 492-1823
Email:	matt@thestoryhouse-la.com
Contract Value:	\$20,000
Year(s):	2022
Description:	Brand activation and management services for client, Humana, presenting sponsor of the National Senior Games

Event Response 368-0 - Open Spaces Coordinator

Company: 10	Event: 368-0 - Open Spaces Coordinator	Status: Submitted	Event Currency: USD
Supplier Group: COFL	Supplier: 27 - A&R Enterprises of So FL, inc	Supplier Contact: 1 - Arianne Glassman	Response USD Currency:

Event Questions

1. Did you complete the required forms?

[Required Forms.pdf \(application/pdf\)](#)

Yes or no required; both text and attachment are required

* Answer: 1^All Forms Are Uploaded

Title: RFP Event 368.pdf * Attach document: [RFP Event 368.pdf \(application/pdf\)](#)

2. Do you acknowledge that if your firm is awarded this contract, your firm will have to complete and submit the attached - Anti-Human Trafficking Affidavit Per Florida Statute 787.06 (2024), (13).

Florida Statute 787.06 (2024), (13) When a contract is executed, renewed, or extended between a nongovernmental entity and a governmental entity, the nongovernmental entity must provide the governmental entity with an affidavit signed by an officer or a representative of the nongovernmental entity under penalty of perjury attesting that the nongovernmental entity does not use coercion for labor or services as defined in this section. For purposes of this subsection, the term “governmental entity” has the same meaning as in s. 287.138(1).

[8. Anti-Human Trafficking Affidavit.pdf \(application/pdf\)](#)

Response is required

* Answer: Yes

Line Responses For Event # 368-0

Company: 10
Supplier Group: COFL

Event #: 368-0
Supplier: 27

Event Name: Open Spaces Coordinator
Supplier Name: A&R Enterprises of So FL, inc

Supplier Contact: 1 **Supplier Contact Name:** Arianne Glassman

Line Responses

Line #	Item	Description	Vendor Item	Vendor Item Description	Line Quantity	Response Quantity	Unit of Measure	Unit Price	No Charge	No Bid	No Bid Reason	Response Exists	Questions Exist	Is Awarded
*1	OPEN SPACES SERVICES	OPEN SPACES SERVICES		Annual Fee	1.0000	1.0000	YR	115,000.000	No	No		Yes	No	No