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Submitted by
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EXECUTIVE SUMMARY

I have lived in and around the Fort Lauderdale area since I was a young child and have witnessed in the 30 + years of my professional life the evolution of a City I am proud to call my "work home." From managing a boutique on Las Olas and forging long-lasting relationships that moved me forward when starting my own business, I have had the good fortune to build even stronger ties to the Fort Lauderdale Beach community over the past two decades.

In the span of the last 18 years, I have worked with small businesses and multi-unit national concerns. I have created countywide campaigns, worked with global brands, designed platforms that connected businesses with communities, contributed to local nonprofits, and helped shape high-profile events. The last 7, I have had the privilege to work especially close with the Fort Lauderdale Beach community in managing the destinations website, MyFortLauderdaleBeach.com, and producing events such as Friday Night Sound Waves, Taste the Wave Restaurant Tour, The Amazing Hunt Scavenger Hunt, and most recently a Friday Night Music and Makers Fair, Saturday Farmers, Antiques and Artisan Market and Rise & Shine Yoga at the Park.

In all this time, I can honestly say I have never been more excited about an opportunity than that the position as the Fort Lauderdale Beach Open Space Coordinator affords in shaping the future of this destination on behalf of a whole community. As I completed the RFP, it became evident, each client, experience, and the relationships forged professionally has led me to apply for this role. Likewise, as the saying goes - *"if you love what you do, you will never work a day in your life,"* - I find it's the right time as well personally to commit to the challenge.

The decision to apply comes not only with a sense of confidence in my ability but the good fortune to bring along the voices of many. I place myself up for consideration fully aware of the skills, talent and far-reaching contacts I bring to succeed, but also the insight and ideas shared by colleagues on the Greater Fort Lauderdale Beach Council Board and peers whom I sit with on the Convention and Visitors Bureau's Marketing Advisory Committee. I come armed with candid conversations over several decades with clients and stakeholders who have business interests on the barrier island, and takeaways from attending meetings held by the Beach Improvement District and Central Beach Alliance. Most importantly, I am appreciative of the trust of decision-makers, community leaders, and residents and visitors whom I come into daily contact over phone calls and while attending events I produce on the beach. Through these collective encounters, I have established a well-rounded knowledge of the City, and its goals and objectives, its vision and advancements, the people instrumental in the process, and the pain points and desires of these various sectors.

With over 50 million dollars invested in the Fort Lauderdale Beach parks system, I am fully aware of the responsibility to maintain the integrity of the community where they reside and the sense of place and pride they create. Like New York's Central Park, Vancouver's Stanley Park, and Golden Gate Park in San Francisco, the Las Olas Oceanside Park system, already known by its adopted nickname, #theLOOP, have the potential in of themselves to position the destination. Programming is just the start of what's possible in growing the area's brand and reputation by implementing protocols and a combination of passive and planned use.

END OF SECTION 4.2.2

4.2.3 | EXPERIENCE AND QUALIFICATIONS

COMPANY OVERVIEW / PRINCIPLE PROFILE

A & R Enterprises of So. FL, Inc. [dba rAv Communications] was incorporated in 2002 by Arianne Glassman and Roger Viele. The company reorganized in 2013, with sole ownership transferring to Ms. Glassman. rAv Communications provides a variety of consulting services ranging from marketing to brand development, social media, event production, media purchasing, creative design, and printing for local, national, and international clients. Throughout the past 18-years, we have worked with small, single operator businesses to multi-unit national companies, governmental agencies, business associations, large-scale events, and nonprofits from our home-office in Hollywood, Florida.

Our commitment to sustainability and conservation goes beyond that of our daily routine and supporting causes and organizations through financial support and volunteering. Each day in our personal lives and course of business, we look to build sustainable relationships that grow circles of trust and open new lines of communication. As we approach new projects, our vision is holistic, looking short and long term to ensure they can flourish, change, and sustain the test of time. Once we develop a plan, we assemble a customized client team of professionals to conserve time, energy, and money and move our client's needs forward faster and with lasting impact on their bottom line and goals.

RELEVANT PAST PROJECT/CLIENT EXAMPLES

ITALIAN TRADE COMMISSION (ITC), NEW YORK DIVISION

2003 – 2005

SERVICES: Campaign Development, Event Coordination/Management, Marketing, Advertising, PR

CHALLENGE: Funding from Italy was in jeopardy as past promotional efforts were garnering lackluster results with a negative ROI. Unique opportunities and significant media exposure to the new program "The Marriage of Chianti Classico Black Rooster Wine and Parmigiano-Reggiano Cheese" to users in three principal markets, New York, Chicago, and South Florida needed to occur with successful results.

SOLUTION: Working with the Senior Manager and Marketing and Promotion Officer at the Italian Trade Commission, New York, I produced a series of consumer-driven events at more than a dozen restaurants throughout South Florida. The 4-month promotion culminated in sponsoring the opening night Wine & Cheese reception at Museum of Art Ft Lauderdale for the highly attended St. Peter and the Vatican: Legends of the Pope Exhibit.

CLIENT FEEDBACK

"The Italian Trade Commission's association with Arianne Glassman goes back to the 2002-2003 campaign 'The Marriage of Chianti Classico Black Rooster Wines and Parmigiano-Reggiano Cheese.' Ms. Glassman's collaboration in this project resulted in one of our most successful promotions to date. She demonstrated skill, experience, and professionalism in organizing the event, offering a total package of services, from selecting the best restaurants in the South Florida area to working closely with each in formulating the proposals, contacting the wine and cheese suppliers, printing of menus, preparing press releases, and organizing special events to benefit local charities. In addition, Ms. Glassman created and produced a series of ads to publicize the promotion and the two products in the local newspaper, the Sun-Sentinel. The fundraising events staged in many of the participating restaurants and Museum of Art's 'The Vatican' exhibit, generated a collection of articles, giving additional media coverage to the two authentic Italian products - Chianti Classico Black Rooster wines and Parmigiano-Reggiano cheese. The success of this restaurant promotion led to other projects carried out by Ms. Glassman with equal dedication and success." - Giovanni Mofodda, Deputy Director, Italian Trade Commission

SAVOR GREATER FORT LAUDERDALE RESTAURANT MONTH

2003 – 2005

SECTOR: Countywide Event & Marketing Initiative

CLIENT: None, Self-Produced Event

SERVICES: Concept, Participant Recruitment, Sponsor Sales, Marketing, PR, Event Management

HISTORY: While working on "The Marriage of Chianti Classico Black Rooster Wine and Parmigiano-Reggiano Cheese" campaign for the Italian Trade Commission, I received a call from the Greater Fort Lauderdale Convention and Visitors Bureau. They wished to learn if there was an opportunity to extend the campaign into the fall season to promote restaurants. With funding depleted from the Co-Op program, I pitched the idea of creating a Restaurant Month in September in response to the year-old Miami Spice Restaurant Month coming up in August. The CVB was not interested in creating a program, as *"food proved little to put heads-in-beds"* but would have been willing to promote an existing program, such as the one presented by the Italian Trade Commission.

SAVOR GFL SEPTEMBER RESTAURANT MONTH IS BORN: At the request of the 13 restaurants I worked with during the ITC campaign, zero budget and 10-weeks to organize, SAVOR GFL September Restaurant Month was born. Funded as a cooperative advertising campaign/event, twenty restaurants in total signed up the inaugural year, contributing \$900 each for a total budget of \$18,000, all of which went to marketing and advertising. To promote the event, we held a photoshoot on Fort Lauderdale Beach with the 20 chefs which included the area's best of the best in 2003, Angelo Elia (Casa D' Angelo), Eduardo Pria (Eduardo San Angel), Mark Militello (Mark's Las Olas), Oliver Saucy (Café Maxx), Giacomo Dresseno (Primavera), amongst others. I created all elements to market and brand the event, including logo, graphics, print collateral, newspaper ads, press releases, and a dedicated website.

Through relationships formed during the ITC campaign, I reached out to Lee Schrager at Southern Wine & Spirits to sponsor the program and brought in Robert Mondavi, Camus Cognac, and San Pellegrino/ Acqua Panna (Nestle Waters) as sponsors the first year. Contests cards were distributed to the restaurants for diners to register for weekly prizes to develop a mailing list. We also found creative ways to promote the event and partnered with Saks 5th Avenue at the Galleria Mall with an in-store launch event/tasting during the Mercedes Benz Key to the Cure Shopping weekend in September.

RISE AND REBRAND: Building on the success of the inaugural event, 2004 saw significant growth, engaging 30 restaurants countywide, new and returning sponsors, and a proper send-off with a grand tasting at the Museum of Art Fort Lauderdale to benefit JM Family Enterprises, Deliver the Dream. It was also that year I met Andy Royston, the creative Director of Tangled Spider Design Group, whose firm approached me to offer their in-kind support and give the event a professional graphics makeover.

Through their involvement, we took SAVOR GFL to new heights, and in 2005 gained our first presenting sponsor, an original publication from SAVEUR Magazine group, Florida Travel, and Life. Fourteen events were planned for the kickoff weekend that year to promote the now 40 restaurant participants and 22 sponsors. Unfortunately, an uninvited guest named Katrina paid a fateful visit weekend in August 2005, canceling all plans.

While the monthlong campaign continued, it would be the last year I would oversee the event. In 2006 after a discussion with the Convention & Visitors Bureau, we decided it was better in their hands, and in 2007 Dine Out Lauderdale Restaurant Month evolved. Seventeen years later, the highly anticipated dining event continues today under the CRAVE GFL brand.

SHARE OUR STRENGTH TASTE OF THE NATION EVENT

2005 – 2010

SECTOR: Non-Profit Event

SERVICES: Event Management, Sponsorship & Marketing Strategy, Website & Collateral Design

CHALLENGE: Find new ways to convey the core message and mission to End Childhood Hunger with attendees while attracting new sponsors and retaining past sponsors by showing a positive return on investment.

SOLUTION: Through my involvement in developing Savor GFL Restaurant Month in Broward County, I received an invitation to sit on the all-volunteer Committee and "Share My Strength" to address sponsor retention, messaging and fundraising revenue streams. Some of the solutions implemented included:

- Creating a dedicated website, www.StrengthSouthFlorida.org, for the two south Florida Taste of the Nation Chapters (Miami and Fort Lauderdale)
- Starting an online affiliate marketing program "Click-Shop-End Childhood Hunger" at www.shopstrength.org to encourage year-round fundraising opportunities
- Revising sponsorship opportunities to include on brand activations vs. a standard booth/table
- Creating branded invitations for each sponsor which included a dedicated discount code they could share with friends, colleagues and clients purchasing tickets online
- Expanding visual hunger messages through displays and branded sponsor posters series

RESULT: Over the four years of implementation, sponsor retention was at 90%, and sponsor ticket sales increased by 23%. Following my first year on the Committee, I received the Rookie of the Year (2005) nomination at the national convention in New Orleans. In 2008, I was one of five finalists in the Taste of the Nation Community Leader of the Year category. During the 2008 Conference of Leaders, hosted in Washington, DC, I was invited as a panelist for sessions on ticket selling strategies and sponsor engagement for members of Taste of the Nation committees nationwide.

SPONSOR FEEDBACK

"Ari, I love our ad and poster with the little boy drinking" - Yvette Melendez, Sr. Market Manager Florida & Caribbean, San Pellegrino / Acqua Panna, Nestle Water NA, National Sponsor

"The play on our tagline and event tie in – very smart. We are good to go for Fort Lauderdale and would like to do the same for Miami as well. I can't wait to see the final (Drive Out Hunger Dining Guide) piece!" – Katie Bolen, Sales Development Specialist, Ford/Lincoln Mercury, Sponsor

"... our table of 600 plates really hit home with many people who never realized how much their money does." – Mindy A, Team Volunteer, Macy's, Sponsor

"Ari, My peeps are all in agreement; this year's event was better than many of the past. The hunger message theme/ production was especially cohesive and fun. I think that breathed new life into it." – Brian Lazar, Brian Lazar Design, in-kind sponsor

CLASSIC PARTY RENTALS

2007 - 2009

SERVICES: Copywriting, Creative Design, Event Marketing, Marketing Strategy, Media Scheduling

HISTORY: While on the SOS Taste of the Nation committee, I began working with the committee chair, Kelly Murphy, owner of Panache Party Rentals. One of several companies acquired in "*a deal described by rental experts as the biggest yet in the history of special events*," I met the new company VP of Marketing. Having liked my work, he asked I present a sample campaign as a consideration to replace their current ad agency in San Francisco and put a fresh face on the well-reputed brand.

SOLUTION: After a thorough audit of the Classic Party Rentals advertising and marketing collateral, planned media purchases and new and emerging markets, I presented a concept of removing the emphasis off the product, and replace it with imagery evoking the emotional experience people have, or look to create, when hosting an event.

- With an extensive line of fashionable table linens, that looked more like they belonged on the runway than a tabletop, Fashion elements and taglines, Do You Dream In Color, Our Idea of a Fashion Plate and You Never Know Where Inspiration Will Strike, were applied to consumer driven advertisements.
- Trade association publication advertisement played off the taglines People Will Stare and Beyond Words to reference the reaction event planners desire from their clients and guests.
- Advertisement geared toward the bridal market played off the familiar "Something Old, Something New" with the simple statement – Something Blue, to echo the Classic logo color.
- Sponsorship ads used imagery based on the event with unique taglines and copy to convey partnership and commitment to the community.

RESULT: I assumed the role of agency on record for Classic Party Rentals, overseeing a national budget of 2.6 million dollars, and managing all visual media, trade show design, and product and launch event for each of the 36 locations nationwide. After the company took a turn during a hard-hitting recession in 2009, I continued to support select locations independently, including the new company established by Kelly Murphy, Events on the Loose.

CLIENT FEEDBACK

"Ari is always a pleasure to work with, and she gets the job done." – Michael Miner, VP of Marketing

My favorite thing to do is pop up an idea in front of Ari and then watch her just take off with it. One of the very few people I have worked with that is so intuitive, clever, and creative all in the same moment. Ari is a pleasure to work with because she owns every vision along with the client. Her enthusiasm, dedication, and commitment to the task, job, project no matter is so solid you could ask for a better partner. She is not just a vendor; she is a true partner. I had the pleasure not only to work with her in a business relationship but also in a volunteer/community partnership. Dedication through and through. Quite simply the best.
– Kelly Murphy, Owner Panache: A Classic Party Rentals Company

"I had the pleasure of working with Ari on the launch of Classic Party Rentals' New York division. Ari is a creative and expert marketer who always delivered what she promised, in great style, and with wonderful professionalism. I recommend her as a vendor or business partner to anyone." – Mitchell York, Co-owner

SUPER BOWL XLI, XLIII, and XLIV COMMUNITY IMPACT PROGRAMS

2007, 2009, 2010

SECTOR: Event

SERVICES: Event Marketing, Public Relations, Media Planning, Creative Design

HISTORY: Through an introduction by Lynne Kunins, CEO of the local nonprofit FLIPANY and beneficiary of the SOS Taste of the Nation event, I met BJ Harrison Waymer, the contract consultant with the National Football League. Ms. Waymer, who was working at the time from her home office in North Carolina, needed an on the ground contact to coordinate media coverage, print advertising and a marketing plan to reach families with children as part of their community relations strategy.

CLIENT FEEDBACK

Dear Ari, It is written that the essence of leadership is to open people's eyes and minds, teaching them new ways to see the world and pointing them to new goals. Thank you for your leadership. The goal of our Super Bowl XLI Community Impact, multi-cultural outreach programs, was to reach beyond what was popular, traditional, or comfortable in Miami to create programs that would inspire, educate, and empower the community you serve. You embraced our challenge and generated the most memorable event coverage for our team. Thank you for your help and guidance during Super Bowl XLI. Your media contacts and knowledge of diverse communities throughout South Florida was instrumental in helping us reach our target audiences. I look forward to working with you again when Super Bowl returns to Miami in 2010. - BJ Harrison Waymer, Super Bowl XLI Community Impact Project Producer

COMPANY INFORMATION

Corporate Name: A & R Enterprises of So., FL, Inc [dba, rAv Communications]

Address: 1518 Garfield Street, Hollywood, FL 33020

Phone: (954) 205-8754

Email: ari@ravcommunications.com

Website: www.arianneglassman.com

COMPANY SIZE: 2; 1 full-time, 1 part-time

I have nearly two decades in my current professional field, and more than a dozen prior in the workforce in Fort Lauderdale. This longevity translates to a vast network of best in class professionals I can assemble as a team should a need arise on a specific project. Because this has proven a successful model for my business and clients, I have aligned with those who share a similar work ethic and ability to come together seamlessly for the common goal. While it's a long list and continues to grow, below are a few of those we work with consistently through strategic partnerships.

Web Design; Programming
Graphics Design
Graphics Design / Branding
Public Relations

Bright Pink Agency, Coral Springs, FL
Bravo Concept Designs, Catedral, Lara, Venezuela
Tropical Sundae, Fort Lauderdale, FL
Durée & Company, Cooper City, FL

COMMUNITY INVOLVEMENT

- | | |
|--|----------------|
| • HandsOn Broward / Miami Board Member | 2010 - Present |
| • GFL Chamber of Commerce Beach Council | 2012 – Present |
| ◦ Marketing Committee Co-chair | 2015 – 2019 |
| • Greater Fort Lauderdale CVB Marketing Advisory Committee | 2017 – Present |
| ◦ Social Media Committee | 2019 – Present |

PAST NON-PROFIT / PROFESSIONAL ORGANIZATION INVOLVEMENT

- Share Our Strength's Taste of the Nation
 - Committee Member 2005 – 2010
 - Sponsorship Chair 2006 – 2010
 - Event Co-Chair 2009 – 2010
- FLIPANY's Chefs Up Front Fort Lauderdale
 - Volunteer and In-Kind Sponsor 2011-16
- 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

I envision the role of the Fort Lauderdale Beach Open Spaces Coordinator be one of balancing planned and passive use at the various sites that are both organized and organic to meet the recreational and entertainment needs of residents and visitors. We would place an emphasis on families and active seniors and activities that welcome a diverse audience. I have also noticed through my involvement in programming nearly 150 events on Fort Lauderdale Beach, there seems to be a lack of programming for the special needs' community. I have seen first-hand how the power of music engages those on the autism spectrum, as an example, and would seek ways through coordinated efforts with nonprofits and families themselves, to develop or include opportunities at various events which address these sectors.

Through local business support and sponsorship, I envision producing pop-up one-offs that are planned seasonally around annual holidays to engage locals and visitors in the destination. Through research and engagement, I would look to curate those which have the best potential for the support from outside sponsors, and bundle them into annual packages with ongoing events, as I have done successfully through the years. Examples could include but are not limited to:

Winter

- Holiday Village
- New Year's Eve Celebration
- 2nd Annual Valentine's Day Vow Renewal Ceremony – first was held 2/14/2020

Spring

- Kite Festival
- Earth Day Celebration
- Easter Egg Roll and Parade

Summer [May – August]

- Picnics in the Park
- Movie Nights

Fall

- Oktoberfest
- Halloween
- Veteran's Day

I would also look for ways to further expand the reach of local major events and Countywide initiatives. These would be similar to those I currently have in place by expanding the footprints of PRIDE of the Americas 2020 with a pre-parade concert on Friday Night featuring two-time Latin Grammy award winner, Marlow and headliner, Tito Puente Jr., as well as a Friday Night Kickoff Concert for the Fort Lauderdale Air Show and Thunderbirds Welcome Party. Opportunities include working with Winterfest to create a beachside sanctioned event, and auxiliary location experiences during the GFLCVB signature events, Riptide Music Festival and the Greater Fort Lauderdale Food & Wine Festival. There are also smaller legacy events on the beach, such as the Annual Turkey Trot, Publix A1A Marathon, Covenant House 5 K on A1A and alike, which have huge potential to grow into other areas.

While programming Super Bowl weekend I recognized activities which engaged youth in art and healthy cooking classes were quite well received. Likewise, the public gravitated with pure joy while watching local high school bands perform. Partnering with local organizations and institutions, I would like to explore hands-on art classes for all ages, cooking demonstrations at the farmers market, and provide local high school music and theater programs opportunities to perform. It's been a longtime idea to host a Broadway on the Beach series and NextGen Music Competition.

My vision for activating the sites stem from the four-pillar platform developed while I co-chaired the Beach Council Marketing Committee, called F.A.M.E. This acronym stands for areas we identified as what makes Fort Lauderdale Beach unique beyond sun, surf, and sand; they include, Food, Fitness, Family: Art, Music, and an Environmentally Conscious Community.

Using those pillars as a guide, I successfully created and self-produce the free to the public and family-friendly concerts, Friday Night Sound Waves. Through funding support from the BID and \$660,000 raised in both financial and in-kind support, the event is now in its fifth year and has become engrained in the fabric of the community, faithfully attended by locals and visitors alike.

On the Food side, our committee coordinated the Taste the Wave Restaurant Tour to coincide with the CVB Restaurant Month Initiative, CRAVE GFL. Adding a fitness element to The Amazing Hunt: Fort Lauderdale Beach, participants got a healthy workout while solving clues during the GFLCC Beach Council's island-wide scavenger hunt.

The first iteration of expanding the event was the move to Las Olas Oceanside Park, and the inclusion of a weekly Makers and Farmers Market. In doing such, not only did it help reduced the individual programming costs by 50% per event but opened opportunities at activate new Art Experiences monthly in partnership with Young At Art Museum. The fitness and family-friendly category was filled with Fitness and Nutrition classes with the tri-county nonprofit, FLIPANY and expansion of the decade old Beach Yoga program led by Lisa Pumper and the South Florida Yoga Community to host a variety of fitness experiences led by area studio directors.

I mention these past productions as they bring intrinsic value to fulfilling the request to raise funds to support and sustain programming. There is a curve when approaching potential sponsors to support events and activities financially, and having a proven track record with measurable results, coupled with events already in place to bundle as sponsorship packages are priceless. I have a long-standing history of working successfully with sponsors to fulfill their objectives and match them with programs or build others around to create the proverbial "win-win situation."

The cost proposal also includes using this opportunity to build a brand around the four sites. While not part of the scope specifically, I believe it is a very important element in meeting the desire by the City to enhance, expand and develop new marketing initiatives across a variety of media platforms. As a brand builder by trade, this provides a fundamental foundation to market and promote everything taking place in #theLOOP, which in turn would then envelope Las Olas Oceanside Park, DC Alexander Park, the Las Olas Beach Garage Amenity Deck and Intracoastal Promenade and Park.

I count myself extremely fortunate to have a current client mix of those I have worked with for decades and others I do consistent project work. As stated in my introductory summary however, I am at a place professionally and personally where I am looking for that next big challenge and ready to place a significant amount of time to this project. I have put steps in motion to turn over clients to a long-standing partner to oversee should this opportunity present itself, and have the full resource of qualified subcontractors assembled for this position specifically, to support the needs full time.

On the technical skills and aptitude side, I bring e a varied background in sales, marketing, branding, event planning, public relations, social media and experiential design, delivered with contagious enthusiasm, energy, and creative problem-solving to every situation. I offer my clients valuable counsel on how to best synergize one's culture, message, and outcome in the areas of:

- Campaign Development [concept, copy, design execution, and reporting]
- Interrelated Design / Brand Strategy [print, television, online, direct, social media, events]
- Sales and Marketing [strategy development, presentation, and execution]
- Media Negotiations [budgeting, buying, scheduling, pitching, and reporting]
- Strategic Alliance and Experiential Marketing [concept through activation; b2b, b2c,p2p, p3. npo]
- Corporate Philanthropy [research, employee philanthropic programming]

Technically I bring

- Exceptional Writing Skills: AP, Editorial, SEO, Advertising Copy
- Skilled in the mediums of Social Media, Out/Inbound Email Marketing, Website Design
- Proficient in Microsoft Office Software, including: Word, EXCEL, Power Point, Publisher
- Skilled in Adobe Creative Software: Illustrator, Photoshop; InDesign
- Engaging Approach to Social Media & SEO Strategy

END OF SECTION 4.2.4

4.2.5 | REFERENCES

CLIENT REFERENCE: [Ayinde Chase](#)

Market Manager, On-Premise, Pernod-Ricard USA

Phone: 954-812-9237

Email: ayinde.chase@pernod-ricard.com

PROJECT: ABSOLUT JUICE EDITIONS NEW PRODUCT LAUNCH

June – August 2019

Year The Project Was Complete: 2019

Project Budget: \$25,000 / Actual: \$21,200.

DESCRIPTION OF WORK: Pernod-Ricard launched its two new flavor products, Absolut Juice Apple and Absolut Juice Strawberry, to the US Market in the Spring/Summer 2019 season. Amidst a national campaign featuring singer-songwriter, rap-artist, Lizzo, the Pernod-Ricard Marketing Team was looking for creative ways to get the product to market. We developed an 8-week campaign "Mid-Sommar Splash," corresponding with the mid-summer solstice, a big holiday celebration in Absolut's homeland of Sweden.

SERVICES PROVIDED:

- Campaign Development
- Market / Audience Research
- Budget Development / Management
- Participant Solicitation
- Special Event Concepts
- Graphics [Logo, Website, Print Collateral, Print Ads, Social Graphics]
- Press Release Distribution
- Media Scheduling / Purchase
- Printing and Distribution
- On-Site Display Designs
- Subcontractor Scheduling / Management photographer, promotional models
- Recap Report and Budget Reconciliation

CLIENT REFERENCE: [Kelly Murphy](#)

Founder and Creative Curator, Events on the Loose

Phone: (954) 798-1228

Email: kelly@eventsontheloose.com

PROJECT: Events on the Loose Logo and Brand Design: 2016

PROJECT BUDGET: \$4,000 / Actual: \$4,000

DESCRIPTION OF WORK: Logo and brand development for new company Events on the Loose and Chefs on the Loose, including logo type, font suites, branding elements and color palette.

PROJECT: Panache: A Classic Party Rentals Pop Up Holiday Shop on Las Olas: December 2009

PROJECT BUDGET: \$15,000 / Actual: \$15,000

DESCRIPTION OF WORK: Looking to expanded holiday rental sales to the consumer market during the economic downturn in 2009, I created the Holiday Pop Up shop for Panache and partner vendor, Chameleon Chair Company. Taking over a vacant space on Las Olas, which is now American Social, I oversaw the demolition and transformation of the former Sue Gordon Bridal shop into a holiday wonderland. The shop debuted during the annual Christmas on Las Olas and although planned for just one week, was asked to extend the activation throughout the month of December by the Las Olas Company to keep the festive decorated storefront, amidst

SERVICES PROVIDED:

- Site Scouting / Negotiation
- Demolition and Construction of the Space
- Product Selection and Inventory Management
- Creative Displays
- Staffing and Store Management

4.2.5 | REFERENCES

CLIENT REFERENCES: Lynne Kunins

President/ CEO: FLIPANY

Phone: 954.854.6414

Email: lkunins@flipany.org

PROJECT: Ongoing Consultation and Marketing Advertising/ Event Services since 2005

PROJECT BUDGET: In-Kind

DESCRIPTION OF WORK: Since the nonprofit inception in 2005 I have provided ongoing in-kind support in the areas of logo development, program collateral design, event logistics, sponsorship acquisition and consulting services which support their growth and position

SERVICES & EVENT SUPPORT :

- Graphics [Logo, Website, Print Collateral, Print Ads, Social Graphics]
- Marketing / Social Media
- Sponsorship Development
- Press Release Distribution
- Media Scheduling / Purchase
- Printing and Distribution
- On-Site Event Logistics
 - FLIPANY FUN RUN
 - CHEFS UP FRONT

PERSONAL REFERENCE: Ina Lee

President Travelhost

Chair Greater Fort Lauderdale Marketing Advisory Committee

Founder Greater Fort Lauderdale Chamber of Commerce Beach Council

Phone: (954) 614-7402

Email: ina@travelhostftl.com

PERSONAL REFERENCE: Alexis Espejo

Marketing Director, W Fort Lauderdale

Marketing Committee Co-Chair

Greater Fort Lauderdale Chamber of Commerce Beach Council

Phone: (954) 249.2148

Email: alexis.espejo@whotels.com

PERSONAL REFERENCE: Dale Hirsch Mandell

President and CEO, HandsOn Broward

Phone: (954) 233-1295

Email: Dale@handsonbroward.org

4.2.6 | MINORITY/WOMEN (M/WBE) PARTICIPATION

Although majority woman-owned since incorporating in 2002, and solely woman-owned since 2013, rAv Communications is not registered as a woman-owned business in the State of Florida. We have taken measures to receive certification through the SBA and will provide upon request at the time of a contract award.

4.2.7 | SUBCONTRACTORS

"It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do." – Steve Jobs

My business model from the start has been to hire experts in their respective fields to fill gaps in skill or time, thereby allowing me to give my clients the very best in field professionals to complete a project. I thereby submit for review the following professionals who will be working in the capacity as part of my team.

ANDY ROYSTON, TROPICAL SUNDAE

Known by thousands of followers worldwide as the man behind @FtLauderdaleSun, Andy is a formally trained graphic designer and advertising creative hailing from Manchester, England. Through his near four-decade career, Andy has worked with national and international clients and companies including BBC News, Renaissance Hotels, Time Out Publications, IPC Magazines, WEA Records, Rough Trade Records, Andretti Autosport, JR Motorsports (Dale Earnhardt Jr) and Penske Racing. In South Florida (as creative director of TSDG) he has designed websites, logos and print collateral for an extensive range of companies across the US including design centers, restaurants, food companies, consumer goods manufacturers, cosmetics, construction, recording companies, and arts organizations in Miami, New York, Los Angeles, Houston, Detroit, Columbus, Nassau, and the Cayman Islands. Highlights of South Florida-based institutional clients include the Museum of Discovery and Science, Norton Museum of Art, NSU Art Museum, DCOTA and Boca Museum of Art.

CURRENT CLIENTS INCLUDE

- **Broward County Cultural Division.** January 2014 – Present. Andy has been associated with 49 different NACIO award-winning projects over a six-year period, including the brand design, collateral and publicity for Broward County's Centennial celebrations in 2015.
- **Town of Lauderdale-by-the-Sea.** 2010 – Present. The company has been creative consultant for all the Town's visual materials since 2010. This has including the design of the town logo, creation of its tagline, and the implementation of a distinctive design strategy across the board, including signature civic events.
- **City of Pompano Beach Cultural Division / Pompano Beach Arts.** Tropical Sundae has created digital and physical assets for over 100 cultural events at the four Pompano Arts venues during 2019, including Pompano Beach Arts Center, Bailey Contemporary Arts, Historic Ali Cultural Arts Center, and the Blanche Ely House Museum.

As part of the approach to the Scope of Work presented, Andy Royston brings decades of design experience to the project, with extensive branding and identity, graphic design, and website development understanding and will contribute the following with an initial packaged suite, and up to 30 hours per month.

- Build one overall creative concept and logo for each of the four spaces, including wayfinding and thematic elements to create a cohesive brand under one umbrella
- Design all print ads, online and social graphic templates to create a strong brand image to market and promote events at the four spaces
- Design physical collateral as needed, including postcards, posters, flyers, on-site environmental graphics and displays (banner pole flags), visitor information and takeaways, and promotional products such as apparel

4.2.7 | SUBCONTRACTORS, cont.

LISA PUMPER [Yoga and Group Fitness]

Fort Lauderdale based, Yoga Community of South Florida founder, Lisa Pumper, brings 25 years of Yoga education, marketing and event production expertise. She is the co-founder and producer of The Zen Cruise, as well as Yoga Fest at Huizenga Park, Yoga Expo at BCCC and for the past 11 years has hosted the by donation-based Yoga classes on Fort Lauderdale Beach. Lisa would oversee the scheduling and marketing of various organized fitness classes at the four sites, ensuring a good balance of offerings and no overlapping classes where space cannot warrant multiple activities.

NONPAID CONSULTANTS / CONTRACTORS

THE MARKET COMPANY [Farmers Market]

For more than 20 years the Market Company has been operating and producing Farmers Markets across Broward and Miami-Dade County, including current markets in Fort Lauderdale, Miami Government Center, Miami Lakes, Normandy Village, Miami Shores, Dadeland Mall, Espanola Way, Lincoln Road (22 yrs.) and University of Miami Campus (9 yrs.).

The Market Company is the current contracted manager of the Friday Night Makers Market and Saturday Farmers, Antiques, and Artisan Market and provide services in procuring, managing and marketing the events at no cost to the contractor.

FLIPANY [Children and Teen Programming]

For the past 15 years, the Fort Lauderdale based non-profit FLIPANY has brought customized health and wellness programming to more than 400 partner sites in Palm Beach, Broward, and Miami-Dade Counties. Their innovative programs address childhood obesity and hunger by focusing on healthy food preparation, food security, physical education and wellness programming. FLIPANY's programs includes Physical Activity, Soccer, Biking, Nutrition and Cooking Education, and USDA Afterschool and Summer Meal Programs. Working with FLIPANY we would look for sponsored opportunities and grants to host ongoing programs which could include:

- **SOCCER FOR SUCCESS [Intracoastal Promenade and Park].** Soccer for Success curriculum was developed by the U.S. Soccer Foundation and has been proven effective by independent research in more than 400 sites across the country. Certified Coach-Mentors can deliver this program at partner sites for flexible time frames ranging from an 8-month after-school program to a 6-week program. This program is offered at no cost to participants.
- **RUNNING CLINICS [Intracoastal Promenade]** FLIPANY's fitness instructors work with the kids and teens in the 12-week running sessions to encourage them to develop a healthier lifestyle. The participants work through a series of lessons that help them set their own goals and know how to pace themselves as well as be healthy. The 12-week program finishes with participants running or walking in the FLIPANY Fun Run 5K / 10K. Preparing for the race helps motivate the participants and gives them an achievable goal to work towards individually and as a group.
- **COOKING MATTERS [Las Olas Oceanside Park; during Farmers Market]:** FLIPANY is the Florida partner of the national Share Our Strength program that connects kids, families, and adults with healthy food by teaching them how to prepare healthy, tasty, low-cost snacks and meals. The program typically runs once a week, for six weeks, for a group of 15-25 participants. The program is offered at no cost to participants.

END OF SECTION 4.2.4

BID/PROPOSAL CERTIFICATION

Please Note: If responding to this solicitation through BidSync, the electronic version of the bid response will prevail, unless a paper version is clearly marked **by the bidder** in some manner to indicate that it will supplant the electronic version. 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 South Florida Inc EIN (Optional):
Address: 1518 Garfield Street
City: Hollywood State: FL Zip: 33020
Telephone No. (954) 205-8754 FAX No. Email: ari@ravcommunications.com

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

Total Bid Discount (section 1.05 of General Conditions):

Check box if your firm qualifies for MBE / SBE / WBE (section 1.09 of General Conditions): ☒

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

<u>Addendum No</u>	<u>Date Issued</u>	<u>Addendum No</u>	<u>Date Issued</u>	<u>Addendum No</u>	<u>Date Issued</u>
<u>1</u>	<u>2/25/20</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

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. If **submitting your response electronically through BIDS SYNC you must also click the "Take Exception" button.**

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)

March 11, 2020
Date

Arianne Glassman
Signature
President
Title



City of Fort Lauderdale • Procurement Services Division
100 N. Andrews Avenue, 619 • Fort Lauderdale, Florida 33301
954-828-5933 Fax 954-828-5576
purchase@fortlauderdale.gov

SECTION VI - COST PROPOSAL PAGE - REVISED

Proposer Name: Arianne Glassman, A&R Enterprises of SO. FL, Inc dba rAv Communications

Proposer agrees to supply the services at the cost bid below in accordance with the terms, conditions and specifications contained in this RFP.

Cost to the City: Contractor shall quote firm, fixed, cost for all services identified in this request for proposal.

Total Monthly Firm Fixed Cost \$ \$8,750 /Month X 12 = \$ 105,000.00 /Annual

Submitted by:

Arianne Glassman

Name (printed)

March 11, 2020

Date



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.

-
-

**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

March 11, 2020
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.

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.

(1)

Business Name _____

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.

(2)

Business Name _____

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.

(3)

Business Name

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.

(4)

Business Name

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.

(5)

Business Name _____

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.

(6)

Business Name

BIDDER'S COMPANY:

A & R Enterprises of South Florida Inc / DBA rAv Communications

AUTHORIZED COMPANY PERSON:

Arianne Glassman

NAME

Arianne Glasman
Arianne Glasman
SIGNATURE

March 9, 2020

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 South Florida Inc
Company Name

Arianne Glassman
Name (Printed)

March 9, 2020
Date


Arianne Glassman
Signature

President
Title



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

02/11/2020

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 have ADDITIONAL INSURED provisions or 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 Hiscox Inc. 520 Madison Avenue 32nd Floor New York, NY 10022	CONTACT NAME:	
	PHONE (A/C, No, Ext): (888) 202-3007	FAX (A/C, No):
INSURED A & R Enterprises of SOFL Inc DBA: RAV Communications 1518 Garfield St Hollywood, FL 33020	E-MAIL ADDRESS: contact@hiscox.com	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Hiscox Insurance Company Inc	NAIC # 10200
	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
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY	Y		UDC-1498373-CGL-19	09/30/2019	09/30/2020	EACH OCCURRENCE \$ 1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
							MED EXP (Any one person) \$ 5,000
							PERSONAL & ADV INJURY \$ 0
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						GENERAL AGGREGATE \$ 2,000,000
	<input type="checkbox"/> OTHER:						PRODUCTS - COMP/OP AGG \$ S/T Gen. Agg
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> OWNED AUTOS ONLY	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS ONLY	<input type="checkbox"/> NON-OWNED AUTOS ONLY					PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> AUTOS ONLY						\$
	UMBRELLA LIAB						EACH OCCURRENCE \$
	<input type="checkbox"/> EXCESS LIAB	<input type="checkbox"/> OCCUR					AGGREGATE \$
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$	<input type="checkbox"/> CLAIMS-MADE					\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/> Y/N					E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> N/A					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)

CERTIFICATE HOLDERThe City of Fort Lauderdale, Procurement Services Division
100 N Andrews Ave, Room 619 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

© 1988-2015 ACORD CORPORATION. All rights reserved.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

1/30/2020

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 have ADDITIONAL INSURED provisions or 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 Acentria Insurance - Scarr Insurance 8200 113th St N Suite 202 Seminole FL 33772		CONTACT NAME: PHONE (A/C, No, Ext): 727-393-5055 FAX (A/C, No): 800-299-5055 E-MAIL ADDRESS:	
License#: L100460 A&RENT-02		INSURER(S) AFFORDING COVERAGE	
INSURED A & R Enterprises of South Florida Inc 1518 Garfield Street Hollywood FL 33020		NAIC # 17370	
		INSURER A: Nautilus Insurance Company	
		INSURER B:	
		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

COVERAGES**CERTIFICATE NUMBER:** 972251314**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
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			NC341447	1/31/2020	2/1/2020	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ INCLUDED \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y/N <input type="checkbox"/> N/A						PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> 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)

Certificate holder is listed as an additional insured with respects to General Liability.
Market. Music Series 1/24/20-06/27/20

CERTIFICATE HOLDER**CANCELLATION**

City of Fort Lauderdale
100 N Andrews Ave
Fort Lauderdale FL 33301

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

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