

## Lee Feldman

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**From:** Ann Marie Sorrell <asorrell@upscalebymosaic.com>  
**Sent:** Thursday, December 29, 2016 1:18 PM  
**To:** Jonathan Brown; Lee Feldman  
**Cc:** Thomasina Turner-Diggs; Glendon Hall; Bob Wojcik; Sandra Doughlin  
**Subject:** Re: Staff Proposed Scope of Services for Mosaic

Good afternoon Jonathan,

Thank you for sending over the revised Scope of Services and fee schedule. Per our discussion, there were items that were cut or reduced that is necessary for us to perform our services effectively and efficiently. This may be because there is not a clear understanding of the deliverables outlined in the scope. I had hoped that I would have been included in the discussions so that I could have clarified any items, questions and concerns. Since I was not given that opportunity, I will attempt to do so below.

**Project Management** - 300 hours \$ 37,500. **I am ok with this.**

**Creative** (which is graphic design and does not include content writing/development) - 200 hours \$ 25,000 **I am ok with this.**

**Public Relations** - The correct calculation for Public Relations should be 182 hours \$22,750 and this does not include the 142 hours(\$17,750) of Photography and Videography which would make the total 324 hours \$40,500

**Content Development** - content development is content writing and editing which includes writing the copy for your ads, promotional materials, electronic and print newsletters, etc. ***There has to be a budget for content writing and editing at a minimum of 100 hours.***

**Interactive Web** - please note that in order to keep everything consistent and up to date, it is imperative that we maintain and update the website. In addition, please note that we also update and maintain the website for Small Business Week and Progresso Village which we recently sent over to Ron for approval and Historic Sistrunk which will be complete once we are able to move forward. ***I recommend that you do not remove this responsibility from our scope of services and that a budget of at least 100 hours be allocated.***

**Social Media** - 150 hours \$18,750 **I am ok with this.**

**Community Outreach and Engagement** - this was a very important component of the RFP. In addition, when we do not communicate and interact with the community, it is a problem and the District Commissioners and Mayor are not happy when their constituents say that we do not interact and communicate with them. Cutting this from the scope will prove to be detrimental to our ability to liaise between the community and the CRA. In addition, if we are to create awareness in the community both immediate area and greater Fort Lauderdale about the CRA and the Fort Lauderdale Village District, we will not be able to effectively do so without the Community Outreach and Engagement efforts. ***I recommend that we do not remove this responsibility and allocate a budget of at least 80 hours.***

**Consulting** - Under Consulting, 74 of 491 hours were removed which leaves 417 hours not 136 hours. Please clarify what deliverables you want to leave in this section that adds up to 136 hours? *If we are moving forward with the various initiatives, I recommend we allocate at minimum of 200 hours to this.*

**Team Strategic Marketing Development** - 300 hours \$37,500 **I am ok with this.**

**Administrative/Indirect** - 80 \$10,000 **I am ok with this.**

With the aforementioned, the total hours and fees are 1,834 \$229,250.

I am available to discuss further.

Thank you,

Ann Marie Sorrell, MBA  
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**From:** Jonathan Brown <JonathanBr@fortlauderdale.gov>  
**Sent:** Wednesday, December 28, 2016 1:44:26 PM  
**To:** Ann Marie Sorrell  
**Cc:** Thomasina Turner-Diggs; Glendon Hall; Bob Wojcik; Sandra Doughlin  
**Subject:** Staff Proposed Scope of Services for Mosaic

Good afternoon Ann Marie,

Yesterday I shared with you, that there were changes be recommended to the scope of your agreement.

Please see staff's attached proposed changes. Certain tasks were struck through.

In addition to the updated scope you provided, we are attaching our revised scope to the CRA Board Item.

**Jonathan Brown** | Area Manager, *Northwest-Progresso-Flagler Heights Community  
Redevelopment Agency (NWPF-CRA) and Housing & Community Development (HCD)*  
**City of Fort Lauderdale | NWPF CRA and HCD**

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