

NPFCRA Marketing Scope of Services 2017 From The Mosaic Group								
Scope of Work/Deliverables	Details	Person(s) Responsible	Team Hourly Rate	Task Order Billable Hours	Estimated Fees (\$125.00/hour Agency Fee per Contract x billable hours)	ORIGINAL SOS Projected Billable Hours	ORIGINAL SOS Projected Fees (\$125.00/hour Agency Fee per Contract x billable hours)	Difference & Savings to the City
Project Management				448	\$56,000.00	300	\$37,500.00	\$18,500.00
Project Administration & Client Relations (Ongoing)	Emails, phone calls, team management, on-call (24/7 availability for entire term of contract) = Avg of 20 hrs./mth @ 12 months	PM	\$110.00	240				
Staff/Mosaic Meetings (Ongoing)	1 meeting per week 2 hours = (50 weeks)	PM, CD, MA	\$270.00	100				
CRA Advisory Board Meetings/Updates (Ongoing)	1 meeting per month 3 hours = (12 months)	MA & PM	\$168.00	36				
CRA Board Updates (Ongoing)	2 meetings per month 3 hours (12 months)	PM	\$110.00	72				
Creative				224	\$28,000.00	200	\$25,000.00	\$3,000.00
Designs for CRA collateral materials, event promotions, ad campaigns and economic development materials/marketing and promotional initiatives (Ongoing)	Event Promotions- 5 Events @ 3 hours/event = 15 hours; Ads - 10 @ 4 hours/Ad = 40 hours; Misc. Promos - 2 @ 3 hours = 6 hours	CD & GD	\$195.00	61				
CRA Signage, Flyers, Street Pole Banners, Social Media Page Imagery (Ongoing)	Signs @ 2 designs @ 3 hours = 6 hours; Social Media Imagery - 25 @ 1 hour = 25 hours	CD & GD	\$195.00	31				
Email (Monthly) & Print (Quarterly) Newsletters (Ongoing)	Monthly Email Campaigns - 12 @ 2 hours = 24 hours; Newsletters - 3 @ 36 hours/newsletter = 108 hours	CD & GD	\$195.00	132				
Public Relations				436	\$54,500.00	275	\$34,375.00	\$20,125.00
Develop CRA Communications Guidelines (Brand Usage, Press Release Guidelines, Crisis Mgmt. Plan) Message Development for Various Programs, Initiatives, and Target Audiences (Ongoing)	CRA Communication Guidelines Development = 20 hours	CW & PRA	\$165.00	20				
	Message Development @ 12 hours	CW & PRA	\$165.00	12				
Press Release generation and distribution (Ongoing)	Press Release Development & Distribution - avg 2 per month @ 5 hours = 120	CW & PRA	\$165.00	120				
Story/Editorial/Feature Article Pitches (Local, National, International) (Ongoing)	Story Pitches - Est 5 stories @ 8 hours per story = 40 hours	CW & PRA	\$165.00	40				
CRA Awards Nominations (Ongoing)	Awards Nominations - Avg 2 per year @ 6 hours = 12 hours	CW & PRA	\$165.00	12				
Crisis Communication (As Needed)	Crisis Communications - 1 per year @ 40 hours	CW & PRA	\$165.00	40				
Media Training (As Needed)	Media Training for Staff - 1 per year @ 10 hours	CW & PRA	\$165.00	10				
Educate CRA Target Audience of CRA Projects, Programs, Initiatives (Ongoing)	Ad Campaigns (Media Planning/Placement) - 2 @ 20 hours each = 40 hours	CW & PRA	\$165.00	40				
Professional Photography & Videography (Ongoing)	Photography (Shooting & Editing)- Newsletters - 3 @ 4 hours = 12 hours; Events (All CRA/neighborhood events) 30 @ 2 hours/event = 60; Videography (Filming & Editing) - Marketing Video Production @ 30 hours; CRA Event Videos - 5 @ 8 hours/event = 40 hours	Videographer & Photographer	\$90.00	142				
Content Development				157	\$19,625.00	150	\$18,750.00	\$875.00
Collateral/Promotional Material Content Development (Ongoing)	Event Promotions- 5 Events @ 1 hour/event = 5 hours; Ads - 1 @ 4 hours/Ad = 4 hours; Misc. Promos - 2 @ 1 hours = 3 hours	CW	\$110.00	12				
Electronic (Monthly) & Print (Quarterly) Newsletter Content Development (Ongoing)	Monthly E Newsletter - 12 @ 2 Hours = 24 Hours; Newsletter - 3 @ 36 hours = 108 hours	CW	\$110.00	132				
Digital Media/Ad Campaign Content Development (Ongoing)	Digital Media Ad Campaign Content - 2 Campaigns @ 4 hours = 8 hours	CW	\$110.00	8				
Video Production Content Development (Ongoing)	Video Script for Marketing Video - 5 hours	CW	\$110.00	5				
Interactive Web				162	\$20,250.00	150	\$18,750.00	\$1,500.00
CRA Website Programming (Phase III - Interactive Application for Incentives)	Development of interactive application (demographics, local data, property info, etc.) - @ 30 hours	CD	\$105.00	30				
Website Management & Maintenance (Ongoing)	Weekly Updates - 2 hours/week = 100 hours	CD	\$105.00	100				
SEO Management (Ongoing)	Monthly Management - 1 hour/month = 12 hours	CD	\$105.00	12				
Video Library for Website and Social Media Channels (YouTube, Vimeo, IG) (Ongoing)	Creation/Edits of Short Videos for social media channels - 2 hours @ 10 videos = 20 hours	CD	\$105.00	20				
Social Media Management				200	\$25,000.00	150	\$18,750.00	\$6,250.00
Daily and Weekly Social Media Updates/Audience Building & Engagement/Social Media Response Management (Ongoing)	Social Media Management = 4 hours per week @ 50 weeks = 200 hours	SM	\$90.00	200				

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Community Outreach & Engagement				182	\$22,750.00	125	\$15,625.00
Attend Neighborhood Meetings and Events to stay informed of community initiatives (Ongoing)	Neighborhood Meetings - 3 per month @ 2 hours per meeting = 36 hours	CO, MA, PM	\$255.00	36			
Attend & Activate CRA Booth at Neighborhood Initiatives & Events (Ongoing)	Avg 2 Neighborhood Events per month @ 3 hours = 72 hours	TEAM	\$860.00	72			
Coordinate with Economic Development Partners (Ongoing)	Coordination with CVB, The Alliance, Chambers, Etc. - 2 hours/month = 24 hours	CO & PM	\$200.00	24			
Historic Sistrunk Brand Launch Event (February 10, 2017)	Event planning and management and grassroots community outreach - 50 hours	TEAM	\$860.00	50			
Consulting				491	\$61,375.00	250	\$31,250.00
Marketing to Support Economic Development Initiatives (Ongoing)	Marketing to Support Economic Development Initiatives - 1 hour per week @ 50 weeks = 50 weeks	PM	\$110.00	50			
Marketing for Development Projects, CRA Properties, Available Spaces for Lease/Sale, etc. (Ongoing)	Targeted Marketing Efforts including open house coordination and presentations to target groups @ 20 hours	PM, CO, MA	\$255.00	20			
Coordinate Business Recruitment Events & Tours (i.e. for Site Selection Coordinators, Retailers, Investors/Developers, etc.) (Ongoing)	Event Planning & Management - 3 per year @ 25 hours = 75 hours	TEAM	\$860.00	75			
Brand Ambassador/Representation at Regional/National/International Conferences (Ongoing)	Brand Ambassadors/Representation - 3 conferences per year @ 8 hours = 24 hours	PM, CO, MA	\$255.00	24			
Small Business Week Fort Lauderdale Coordination & Marketing (May 4-7, 2017)	Event Planning/Management, Additional Website Development & Community Outreach @ 96 hours	TEAM	\$860.00	96			
Village Dine Coordination & Marketing (September/October 2017)	Restaurant Outreach, Community Outreach, Initiative Planning & Management @ 50 hours	TEAM	\$860.00	50			
FTL Village District Start Weekend (November 10-12, 2017)	Event Planning/Management, Additional Website Development & Community Outreach @ 96 hours	TEAM	\$860.00	96			
Art Walk Event Marketing (Ongoing)	With Expansion to HS - Community Outreach @ 40 hours	TEAM	\$860.00	40			
Shop Local & Your Event, Our Venue Marketing Initiative	Initiative Planning & Management; Outreach to Local Businesses; Additional Website Development @ 40 hours	PM, CO, MA	\$255.00	40			
Team Strategic Marketing Development				300	\$37,500.00	300	\$37,500.00
Team Strategy & Production	Weekly Team Meetings - 3 hours per week @ 50 weeks = 150 hours; Team Communications (Emails, Phone Calls, Sub-group Meetings for task management) - avg 2 hours per week @ 50 weeks = 100 hours; Misc. Tasks @ 1 hour/week = 50 hours	TEAM	\$860.00	300			
Administrative/In-Direct	Travel and office admin	PM, CD, AA, TEAM	\$860.00	80	\$10,000.00	80	\$10,000.00
Total				2680	\$335,000.00	1980	\$247,500.00

PROJECT TEAM LEGEND

Name	Title	Rate
Ann Marie Sorrell	Project Manager (PM) /Content Writer (CW)	\$110.00
Dante Fillyau	Creative Director - Web Development/Graphic Design (CD)	\$105.00
Michael Hall	Graphic Design (GD)	\$90.00
Latoya Stirrup	Social Media/Digital Manager (SM)/Content Writer (CW)	\$90.00
Kathy Eggleston	Community Outreach/Strategic Partnership Manager (CO)	\$90.00
Latasha Stirrup	Public Relations Associate (PRA)	\$55.00
Emily Cajas	Marketing Associate (MA)	\$55.00
Sharna Reece	Marketing Associate (MA)	\$55.00
Rosemary Diehl	Admin Associate (AA)	\$30.00
Videographer	Videographer	\$90.00
Photographer	Photographer	\$90.00
Total		\$860.00