

**AGREEMENT FOR
MARKETING, BRANDING AND PUBLIC RELATIONS SERVICES**

THIS AGREEMENT, made this 4th day of November 2014, is by and between the Fort Lauderdale Community Redevelopment Agency, a community redevelopment agency created pursuant to Chapter 163, Part III, Florida Statutes; ("CRA"), whose address is 100 North Andrews Avenue, Fort Lauderdale, FL 33301-1016, and Upscale Events by Mosaic, LLC., d/b/a The Mosaic Group., whose address and phone are 405 NW 7 Avenue, Fort Lauderdale, Florida 33311, Phone: 954-522-2290, Email: asorell@upscalebymosaic.com.

NOW THEREFORE, for and in consideration of the mutual promises and covenants set forth herein and other good and valuable consideration, the CRA and the Contractor covenant and agree as follows:

WITNESSETH:

I. DOCUMENTS

The following documents (collectively "Contract Documents") are hereby incorporated into and made part of this Agreement (Form P-0001):

(1) Request for Proposal No.745-11329, Marketing, Branding and Public Relations Services, including any and all addenda, prepared by the City of Fort Lauderdale ("City") for the CRA, ("RFP" or "Exhibit A"). All references to City in Exhibit A shall include the CRA, if applicable.

(2) The Contractor's response to the RFP, dated April 8, 2014, ("Exhibit B").

All Contract Documents may also be collectively referred to as the "Documents." In the event of any conflict between or among the Documents or any ambiguity or missing specifications or instruction, the following priority is established:

- A. First, specific direction from the CRA Executive Director (or designee)
- B. Second, this Agreement (Form P-0001) dated November 4, 2014, and any attachments.
- C. Third, Exhibit A
- D. Fourth, Exhibit B

II. SCOPE

The Contractor shall perform the Work under the general direction of the CRA as set forth in the Contract Documents.

Unless otherwise specified herein, the Contractor shall perform all Work identified in this Agreement. The parties agree that the scope of services is a description of Contractor's obligations and responsibilities, and is deemed to include preliminary considerations and prerequisites, and all labor, materials, equipment, and tasks which are such an inseparable part of the work described that exclusion would render performance by Contractor impractical, illogical, or unconscionable.

Contractor acknowledges and agrees that the CRA's Contract Administrator has no authority to make changes that would increase, decrease, or otherwise modify the Scope of Services to be provided under this Agreement.

By signing this Agreement, the Contractor represents that it thoroughly reviewed the documents incorporated into this Agreement by reference and that it accepts the description of the Work and the conditions under which the Work is to be performed.

III. TERM OF AGREEMENT

The initial contract period shall commence on November 4, 2014, and shall end on November 3, 2015. In the event the term of this Agreement extends beyond the end of any fiscal year of CRA, to wit, September 30th, the continuation of this Agreement beyond the end of such fiscal year shall be subject to both the appropriation and the availability of funds.

IV. COMPENSATION

The Contractor agrees to provide the services and/or materials as specified in the Contract Documents at the cost specified in Exhibit B. It is acknowledged and agreed by Contractor that this amount is the maximum payable and constitutes a limitation upon CRA's obligation to compensate Contractor for Contractor's services related to this Agreement. This maximum amount, however, does not constitute a limitation of any sort upon Contractor's obligation to perform all items of work required by or which can be reasonably inferred from the Scope of Services. Except as otherwise provided in the solicitation, no amount shall be paid to Contractor to reimburse Contractor's expenses.

V. METHOD OF BILLING AND PAYMENT

Contractor may submit invoices for compensation no more often than monthly, but only after the services for which the invoices are submitted have been completed. An original invoice plus one copy are due within fifteen (15) days of the end of the month except the final invoice which must be received no later than sixty (60) days after this Agreement expires. Invoices shall designate the nature of the services performed and/or the goods provided.

CRA shall pay Contractor within forty-five (45) days of receipt of Contractor's proper invoice, as provided in the Florida Local Government Prompt Payment Act.

To be deemed proper, all invoices must comply with the requirements set forth in this Agreement and must be submitted on the form and pursuant to instructions prescribed by the CRA's Contract Administrator. Payment may be withheld for failure of Contractor to comply with a term, condition, or requirement of this Agreement.

Notwithstanding any provision of this Agreement to the contrary, CRA may withhold, in whole or in part, payment to the extent necessary to protect itself from loss on account of inadequate or defective work that has not been remedied or resolved in a manner satisfactory to the CRA's Contract Administrator or failure to comply with this Agreement. The amount withheld shall not be subject to payment of interest by CRA.

VI. GENERAL CONDITIONS

A. Indemnification

Contractor shall protect and defend at Contractor's expense, counsel being subject to the CRA's approval, and indemnify and hold harmless the City and CRA and the City and CRA's officers, employees, volunteers, and agents from and against any and all losses, penalties, fines, damages, settlements, judgments, claims, costs, charges, expenses, or liabilities, including any award of attorney fees and any award of costs, in connection with or arising directly or indirectly out of any act or omission by the Contractor or by any officer, employee, agent, invitee, subcontractor, or sublicensee of the Contractor. The provisions and obligations of this section shall survive the expiration or earlier termination of this Agreement. To the extent considered necessary by the CRA Executive Director, any sums due Contractor under this Agreement may be retained by CRA until all of CRA's claims for indemnification pursuant to this Agreement have been settled or otherwise resolved, and any amount withheld shall not be subject to payment of interest by CRA.

B. Intellectual Property

Contractor shall protect and defend at Contractor's expense, counsel being subject to the CRA's approval, and indemnify and hold harmless the City and CRA from and against any and all losses, penalties, fines, damages, settlements, judgments, claims, costs, charges, royalties, expenses, or liabilities, including any award of attorney fees and any award of costs, in connection with or arising directly or indirectly out of any infringement or allegation of infringement of any patent, copyright, or other intellectual property right in connection with the Contractor's or the CRA's use of any copyrighted, patented or unpatented invention, process, article, material, or device that is manufactured, provided, or used pursuant to this Agreement. If the Contractor uses any design, device, or materials covered by letters, patent or copyright, it is mutually agreed and understood without exception that the bid prices shall include all royalties or costs arising from the use of such design, device, or materials in any way involved in the work.

C. Termination for Cause

The aggrieved party may terminate this Agreement for cause if the party in breach has not corrected the breach within ten (10) days after written notice from the aggrieved party identifying the breach. The CRA Executive Director may also terminate this Agreement upon such notice as the CRA Executive Director deems appropriate under the circumstances in the event the CRA Executive Director determines that termination is necessary to protect the public health or safety. The parties agree that if the CRA erroneously, improperly or unjustifiably terminates for cause, such termination shall be deemed a termination for convenience, which shall be effective thirty (30) days after such notice of termination for cause is provided.

This Agreement may be terminated for cause for reasons including, but not limited to, Contractor's repeated (whether negligent or intentional) submission for payment of false or incorrect bills or invoices, failure to perform the Work to the CRA's satisfaction; or failure to continuously perform the work in a manner calculated to meet or accomplish the objectives as set forth in this Agreement.

D. Termination for Convenience

The CRA reserves the right, in its best interest as determined by the CRA, to cancel this contract for convenience by giving written notice to the Contractor at least thirty (30) days prior to the effective date of such cancellation. In the event this Agreement is terminated for convenience, Contractor shall be paid for any services performed to the CRA's satisfaction pursuant to the Agreement through the termination date specified in the written notice of termination. Contractor acknowledges and agrees that he/she/it has received good, valuable and sufficient consideration from CRA, the receipt and adequacy of which are hereby acknowledged by Contractor, for CRA's right to terminate this Agreement for convenience.

E. Cancellation for Unappropriated Funds

The CRA reserves the right, in its best interest as determined by the CRA, to cancel this contract for unappropriated funds or unavailability of funds by giving written notice to the Contractor at least thirty (30) days prior to the effective date of such cancellation. The obligation of the CRA for payment to a Contractor is limited to the availability of funds appropriated in a current fiscal period, and continuation of the contract into a subsequent fiscal period is subject to appropriation of funds, unless otherwise provided by law.

F. Insurance

The Contractor shall furnish proof of insurance requirements as indicated below. The coverage is to remain in force at all times during the contract period. The following minimum insurance coverage is required. The commercial general liability insurance policy shall name the Fort Lauderdale Community Redevelopment Agency and the City of Fort Lauderdale, a Florida municipality, as "additional insured." This MUST be written in the description section of the insurance certificate, even if there is a check-off box on the insurance certificate. Any costs for adding the City or the CRA as "additional insured" shall be at the Contractor's expense.

The CRA shall be given notice 10 days prior to cancellation or modification of any required insurance. The insurance provided shall be endorsed or amended to comply with this notice requirement. In the event that the insurer is unable to accommodate, it shall be the responsibility of the Contractor to provide the proper notice. Such notification will be in writing by registered mail, return receipt requested and addressed to the Procurement Services Division.

The Contractor's insurance must be provided by an A.M. Best's "A"-rated or better insurance company authorized to issue insurance policies in the State of Florida, subject to approval by the City's Risk Manager. Any exclusions or provisions in the insurance maintained by the contractor that excludes coverage for work contemplated in this solicitation shall be deemed unacceptable, and shall be considered breach of contract.

Workers' Compensation and Employers' Liability Insurance

Limits: Workers' Compensation – Per Chapter 440, Florida Statutes
Employers' Liability - \$500,000

Any firm performing work on behalf of the CRA must provide Workers' Compensation insurance. Exceptions and exemptions will be allowed by the City's Risk Manager, if they are in accordance with Florida Statute. For additional information contact the Department of Financial Services, Workers' Compensation Division at (850) 413-1601 or on the web at www.fldfs.com.

Commercial General Liability Insurance

Covering premises-operations, products-completed operations, independent contractors and contractual liability.

Limits: Combined single limit bodily injury/property damage \$1,000,000.

This coverage must include, but not limited to:

- a. Coverage for the liability assumed by the contractor under the indemnity provision of the contract.
- b. Coverage for Premises/Operations
- c. Products/Completed Operations
- d. Broad Form Contractual Liability
- e. Independent Contractors

Automobile Liability Insurance

Covering all owned, hired and non-owned automobile equipment.

Limits: Bodily injury	\$250,000 each person, \$500,000 each occurrence
Property damage	\$100,000 each occurrence

Professional Liability (Errors & Omissions)

Consultants

Limits: \$2,000,000 per occurrence

Certificate holder should be addressed as follows:

Fort Lauderdale Community Redevelopment Agency Procurement Services Division
100 North Andrews Avenue, Room 619
Fort Lauderdale, FL 33301

G. Environmental, Health and Safety

Contractor shall place the highest priority on health and safety and shall maintain a safe working environment during performance of the Work. Contractor shall comply, and shall secure compliance by its employees, agents, and subcontractors, with all applicable environmental, health, safety and security laws and regulations, and performance

conditions in this Agreement. Compliance with such requirements shall represent the minimum standard required of Contractor. Contractor shall be responsible for examining all requirements and determine whether additional or more stringent environmental, health, safety and security provisions are required for the Work. Contractor agrees to utilize protective devices as required by applicable laws, regulations, and any industry or Contractor's health and safety plans and regulations, and to pay the costs and expenses thereof, and warrants that all such persons shall be fit and qualified to carry out the Work.

H. Standard of Care

Contractor represents that he/she/it is qualified to perform the Work, that Contractor and his/her/its subcontractors possess current, valid state and/or local licenses to perform the Work, and that their services shall be performed in a manner consistent with that level of care and skill ordinarily exercised by other qualified contractors under similar circumstances.

I. Rights in Documents and Work

Any and all reports, photographs, surveys, and other data and documents provided or created in connection with this Agreement are and shall remain the property of CRA; and Contractor disclaims any copyright in such materials. In the event of and upon termination of this Agreement, any reports, photographs, surveys, and other data and documents prepared by Contractor, whether finished or unfinished, shall become the property of CRA and shall be delivered by Contractor to the CRA's Contract Administrator within seven (7) days of termination of this Agreement by either party. Any compensation due to Contractor shall be withheld until Contractor delivers all documents to the CRA as provided herein.

J. Audit Right and Retention of Records

CRA shall have the right to audit the books, records, and accounts of Contractor and Contractor's subcontractors that are related to this Agreement. ~~Contractor shall keep, and Contractor shall cause Contractor's subcontractors to keep, such books, records, and accounts as may be necessary in order to record complete and correct entries related to this Agreement.~~ All books, records, and accounts of Contractor and Contractor's subcontractors shall be kept in written form, or in a form capable of conversion into written form within a reasonable time, and upon request to do so, Contractor or Contractor's subcontractor, as applicable, shall make same available at no cost to CRA in written form.

Contractor and Contractor's subcontractors shall preserve and make available, at reasonable times for examination and audit by CRA in Broward County, Florida, all financial records, supporting documents, statistical records, and any other documents pertinent to this Agreement for the required retention period of the Florida public records law, Chapter 119, Florida Statutes, as may be amended from time to time, if applicable, or, if the Florida Public Records Act is not applicable, for a minimum period of three (3) years after termination of this Agreement. If any audit has been initiated and audit findings have not been resolved at the end of the retention period or three (3) years, whichever is longer, the books, records, and accounts shall be retained until resolution of the audit findings. If the Florida public records law is determined by CRA to be applicable to Contractor and Contractor's subcontractors' records, Contractor and Contractor's subcontractors shall comply with all requirements thereof; however, Contractor and Contractor's subcontractors shall violate no confidentiality or non-disclosure requirement

of either federal or state law. Any incomplete or incorrect entry in such books, records, and accounts shall be a basis for CRA's disallowance and recovery of any payment upon such entry.

Contractor shall, by written contract, require Contractor's subcontractors to agree to the requirements and obligations of this Section.

The Contractor shall maintain during the term of the contract all books of account, reports and records in accordance with generally accepted accounting practices and standards for records directly related to this contract.

K. Public Entity Crime Act

Contractor represents that the execution of this Agreement will not violate the Public Entity Crime Act, Section 287.133, Florida Statutes, as may be amended from time to time, which essentially provides that a person or affiliate who is a contractor, consultant, or other provider and who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to CRA, may not submit a bid on a contract with CRA for the construction or repair of a public building or public work, may not submit bids on leases of real property to CRA, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with CRA, and may not transact any business with CRA in excess of the threshold amount provided in Section 287.017, Florida Statutes, as may be amended from time to time, for category two purchases for a period of 36 months from the date of being placed on the convicted vendor list. Violation of this section shall result in termination of this Agreement and recovery of all monies paid by CRA pursuant to this Agreement, and may result in debarment from CRA's competitive procurement activities.

L. Independent Contractor

Contractor is an independent contractor under this Agreement. Services provided by Contractor pursuant to this Agreement shall be subject to the supervision of the Contractor. In providing such services, neither Contractor nor Contractor's agents shall act as officers, employees, or agents of CRA or the City. No partnership, joint venture, or other joint relationship is created hereby. CRA does not extend to Contractor or Contractor's agents any authority of any kind to bind CRA or the City in any respect whatsoever.

M. Inspection and Non-Waiver

Contractor shall permit the representatives of CRA to inspect and observe the Work at all times.

The failure of the CRA to insist upon strict performance of any other terms of this Agreement or to exercise any rights conferred by this Agreement shall not be construed by Contractor as a waiver of the CRA's right to assert or rely on any such terms or rights on any future occasion or as a waiver of any other terms or rights.

N. Assignment and Performance

Neither this Agreement nor any right or interest herein shall be assigned, transferred, or encumbered without the written consent of the other party. In addition, Contractor shall not subcontract any portion of the work required by this Agreement, except as provided in the Schedule of Subcontractor Participation. CRA may terminate this Agreement, effective immediately, if there is any assignment, or attempted assignment, transfer, or encumbrance, by Contractor of this Agreement or any right or interest herein without CRA's written consent.

Contractor represents that each person who will render services pursuant to this Agreement is duly qualified to perform such services by all appropriate governmental authorities, where required, and that each such person is reasonably experienced and skilled in the area(s) for which he or she will render his or her services.

Contractor shall perform Contractor's duties, obligations, and services under this Agreement in a skillful and respectable manner. The quality of Contractor's performance and all interim and final product(s) provided to or on behalf of CRA shall be comparable to the best local and national standards.

In the event Contractor engages any subcontractor in the performance of this Agreement, Contractor shall ensure that all of Contractor's subcontractors perform in accordance with the terms and conditions of this Agreement. Contractor shall be fully responsible for all of Contractor's subcontractors' performance, and liable for any of Contractor's subcontractors' non-performance and all of Contractor's subcontractors' acts and omissions. Contractor shall defend at Contractor's expense, counsel being subject to CRA's approval or disapproval, and indemnify and hold City and CRA and City and CRA's officers, employees, and agents harmless from and against any claim, lawsuit, third party action, fine, penalty, settlement, or judgment, including any award of attorney fees and any award of costs, by or in favor of any of Contractor's subcontractors for payment for work performed for CRA by any of such subcontractors, and from and against any claim, lawsuit, third party action, fine, penalty, settlement, or judgment, including any award of attorney fees and any award of costs, occasioned by or arising out of any act or omission by any of Contractor's subcontractors or by any of Contractor's subcontractors' officers, agents, or employees. Contractor's use of subcontractors in connection with this Agreement shall be subject to CRA's prior written approval, which approval CRA may revoke at any time.

O. Conflicts

Neither Contractor nor any of Contractor's employees shall have or hold any continuing or frequently recurring employment or contractual relationship that is substantially antagonistic or incompatible with Contractor's loyal and conscientious exercise of judgment and care related to Contractor's performance under this Agreement.

Contractor further agrees that none of Contractor's officers or employees shall, during the term of this Agreement, serve as an expert witness against City or CRA in any legal or administrative proceeding in which he, she, or Contractor is not a party, unless compelled by court process. Further, Contractor agrees that such persons shall not give sworn testimony or issue a report or writing, as an expression of his or her expert opinion, which is adverse or prejudicial to the interests of City or CRA in connection with any such pending or threatened legal or administrative proceeding unless compelled by court

process. The limitations of this section shall not preclude Contractor or any persons in any way from representing themselves, including giving expert testimony in support thereof, in any action or in any administrative or legal proceeding.

In the event Contractor is permitted pursuant to this Agreement to utilize subcontractors to perform any services required by this Agreement, Contractor agrees to require such subcontractors, by written contract, to comply with the provisions of this section to the same extent as Contractor.

P. Schedule and Delays

Time is of the essence in this Agreement. By signing, Contractor affirms that it believes the schedule to be reasonable; provided, however, the parties acknowledge that the schedule might be modified as the CRA directs.

Q. Materiality and Waiver of Breach

CRA and Contractor agree that each requirement, duty, and obligation set forth herein was bargained for at arm's-length and is agreed to by the parties in exchange for *quid pro quo*, that each is substantial and important to the formation of this Agreement and that each is, therefore, a material term hereof.

CRA's failure to enforce any provision of this Agreement shall not be deemed a waiver of such provision or modification of this Agreement. A waiver of any breach of a provision of this Agreement shall not be deemed a waiver of any subsequent breach and shall not be construed to be a modification of the terms of this Agreement.

R. Compliance With Laws

Contractor shall comply with all applicable federal, state, and local laws, codes, ordinances, rules, and regulations in performing Contractor's duties, responsibilities, and obligations pursuant to this Agreement.

S. Severance

In the event a portion of this Agreement is found by a court of competent jurisdiction to be invalid or unenforceable, the provisions not having been found by a court of competent jurisdiction to be invalid or unenforceable shall continue to be effective.

T. Limitation of Liability

The CRA desires to enter into this Agreement only if in so doing the CRA can place a limit on the CRA's liability for any cause of action for money damages due to an alleged breach by the CRA of this Agreement, so that its liability for any such breach never exceeds the sum of \$1,000. Contractor hereby expresses its willingness to enter into this Agreement with Contractor's recovery from the CRA for any damage action for breach of contract or for any action or claim arising from this Agreement to be limited to a maximum amount of \$1,000 less the amount of all funds actually paid by the CRA to Contractor pursuant to this Agreement.

Accordingly, and notwithstanding any other term or condition of this Agreement, Contractor hereby agrees that the CRA or City shall not be liable to Contractor for

damages in an amount in excess of \$1,000 which amount shall be reduced by the amount actually paid by the CRA to Contractor pursuant to this Agreement, for any action for breach of contract or for any action or claim arising out of this Agreement. Nothing contained in this paragraph or elsewhere in this Agreement is in any way intended to be a waiver of the limitation placed upon CRA's liability as set forth in Section 768.28, Florida Statutes.

U. Jurisdiction, Venue, Waiver, Waiver of Jury Trial

This Agreement shall be interpreted and construed in accordance with and governed by the laws of the State of Florida. Venue for any lawsuit by either party against the other party or otherwise arising out of this Agreement, and for any other legal proceeding, shall be in the Seventeenth Judicial Circuit in and for Broward County, Florida, or in the event of federal jurisdiction, in the Southern District of Florida, Fort Lauderdale Division.

In the event Contractor is a corporation organized under the laws of any province of Canada or is a Canadian federal corporation, the CRA may enforce in the United States of America or in Canada or in both countries a judgment entered against the Contractor. The Contractor waives any and all defenses to the CRA's enforcement in Canada of a judgment entered by a court in the United States of America.

V. Amendments

No modification, amendment, or alteration in the terms or conditions contained herein shall be effective unless contained in a written document prepared with the same or similar formality as this Agreement and executed by the Chair and/or CRA Executive Director, as determined by CRA Bylaws and Ordinances, and Contractor or others delegated authority to or otherwise authorized to execute same on their behalf.

W. Prior Agreements

This document represents the final and complete understanding of the parties and incorporates or supersedes all prior negotiations, correspondence, conversations, agreements, and understandings applicable to the matters contained herein. The parties agree that there is no commitment, agreement, or understanding concerning the subject matter of this Agreement that is not contained in this written document. Accordingly, the parties agree that no deviation from the terms hereof shall be predicated upon any prior representation or agreement, whether oral or written.

X. Payable Interest

Except as required and provided for by the Florida Local Government Prompt Payment Act, CRA shall not be liable for interest for any reason, whether as prejudgment interest or for any other purpose, and in furtherance thereof Contractor waives, rejects, disclaims and surrenders any and all entitlement it has or may have to receive interest in connection with a dispute or claim based on or related to this Agreement.

Y. Representation of Authority

Each individual executing this Agreement on behalf of a party hereto hereby represents and warrants that he or she is, on the date he or she signs this Agreement, duly authorized by all necessary and appropriate action to execute this Agreement on behalf of such party and does so with full legal authority.

AA. Uncontrollable Circumstances ("Force Majeure")

The CRA and Contractor will be excused from the performance of their respective obligations under this agreement when and to the extent that their performance is delayed or prevented by any circumstances beyond their control including, fire, flood, explosion, strikes or other labor disputes, act of God or public emergency, war, riot, civil commotion, malicious damage, act or omission of any governmental authority, delay or failure or shortage of any type of transportation, equipment, or service from a public utility needed for their performance, provided that:

- A. The non performing party gives the other party prompt written notice describing the particulars of the Force Majeure including, but not limited to, the nature of the occurrence and its expected duration, and continues to furnish timely reports with respect thereto during the period of the Force Majeure;
- B. The excuse of performance is of no greater scope and of no longer duration than is required by the Force Majeure;
- C. No obligations of either party that arose before the Force Majeure causing the excuse of performance are excused as a result of the Force Majeure; and
- D. The non-performing party uses its best efforts to remedy its inability to perform. Notwithstanding the above, performance shall not be excused under this Section for a period in excess of two (2) months, provided that in extenuating circumstances, the CRA may excuse performance for a longer term. Economic hardship of the Contractor will not constitute Force Majeure. The term of the agreement shall be extended by a period equal to that during which either party's performance is suspended under this Section.

BB. Scrutinized Companies

Subject to *Odebrecht Construction, Inc., v. Prasad*, 876 F.Supp.2d 1305 (S.D. Fla. 2012), *affirmed*, *Odebrecht Construction, Inc., v. Secretary, Florida Department of Transportation*, 715 F.3d 1268 (11th Cir. 2013), this Section applies to any contract for goods or services of \$1 million or more:

The Contractor certifies that it is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List and that it does not have business operations in Cuba or Syria as provided in section 287.135, Florida Statutes (2014), as may be amended or revised. The CRA may terminate this Contract at the CRA's option if the Contractor is found to have submitted a false certification as provided under subsection (5) of section 287.135, Florida Statutes (2014), as may be amended or revised, or been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List or has been engaged in business operations in Cuba or Syria, as defined in Section 287.135, Florida Statutes (2014), as may be amended or revised.

CC. Public Records

Contractor shall:

- (a) Keep and maintain public records that ordinarily and necessarily would be required by the CRA in order to perform the service.
- (b) Provide the public with access to public records on the same terms and conditions that the CRA would provide the records and at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes (2014), as may be amended or revised, or as otherwise provided by law.
- (c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- (d) Meet all requirements for retaining public records and transfer, at no cost, to the CRA, all public records in possession of the contractor upon termination of this contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the CRA in a format that is compatible with the information technology systems of the CRA.

IN WITNESS WHEREOF, the CRA and the Contractor execute this Contract as follows:

FORT LAUDERDALE COMMUNITY
REDEVELOPMENT AGENCY

By: _____

Chair

By: _____

Executive Director

ATTEST:

Approved as to form:

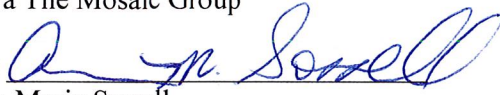
Jonda K. Joseph
CRA Secretary

Rich Wall-Stone
Assistant CRA Attorney

ATTEST:

UPSCALE EVENTS BY MOSAIC, LLC
d/b/a The Mosaic Group

Print Name: Ann Marie Sorrell
Title: President & CEO


By: 
Ann Marie Sorrell
Manager

(CORPORATE SEAL)

STATE OF Florida :
COUNTY OF Palm Beach :

The foregoing instrument was acknowledged before me this 2nd day of February, 2015, by Ann Marie Sorrell, as manager for Upscale Events by Mosaic, LLC., d/b/a The Mosaic Group.

(SEAL)


Notary Public, State of _____
(Signature of Notary Public)



Charmalin Brown
(Print, Type, or Stamp Commissioned Name of Notary Public)

Personally Known ☒ OR Produced Identification _____
Type of Identification Produced _____

EXHIBIT A

Solicitation 745-11329

Marketing, Branding and Public Relations Services

Bid designation: Public



City of Fort Lauderdale

Bid 745-11329

Marketing, Branding and Public Relations Services

Bid Number **745-11329**
Bid Title **Marketing, Branding and Public Relations Services**

Bid Start Date **Mar 10, 2014 9:39:40 AM EDT**
Bid End Date **Apr 8, 2014 2:00:00 PM EDT**
Question &
Answer End
Date **Mar 25, 2014 5:00:00 PM EDT**

Bid Contact **Richard Ewell**
Procurement Specialist II
Procurement Services
954-828-5138
rewell@fortlauderdale.gov

Description

The City of Fort Lauderdale, Florida is seeking proposals from qualified proposers to provide marketing, branding and public relations services for the City's Sustainability Development Department, in accordance with the terms, conditions, and specifications contained in this Request for Proposals. For a copy of the RFP, go to www.bidsync.com.

RFP #745-11329**TITLE: Marketing, Branding and Public Relations Services****PART I – INTRODUCTION/INFORMATION****01. PURPOSE**

The City of Fort Lauderdale, Florida (City) is seeking proposals from qualified proposers, hereinafter referred to as the Contractor, to provide marketing, branding and public relations services for the City's Sustainability Development Department, in accordance with the terms, conditions, and specifications contained in this Request for Proposals (RFP).

02. INFORMATION OR CLARIFICATION

For information concerning technical specifications, please utilize the question / answer feature provided by BidSync at www.bidsync.com. Questions of a material nature must be received prior to the cut-off date specified in the RFP Schedule. Material changes, if any, to the scope of services or bidding procedures will only be transmitted by written addendum. (See addendum section of BidSync Site). Contractor's please note: Proposals shall be submitted as stated in PART VI – Requirements of the Proposal. No part of your proposal can be submitted via FAX. No variation in price or conditions shall be permitted based upon a claim of ignorance. Submission of a proposal will be considered evidence that the Contractor has familiarized themselves with the nature and extent of the work, and the equipment, materials, and labor required. The entire proposal must be submitted in accordance with all specifications contained in this solicitation. The questions and answers submitted in BidSync shall become part of any contract that is created from this RFP.

03. TRANSACTION FEES

The City of Fort Lauderdale uses BidSync (www.bidsync.com) to distribute and receive bids and proposals. There is no charge to vendors/contractors to register and participate in the solicitation process, nor will any fees be charged to the awarded vendor.

04. ELIGIBILITY

To be eligible for award of a contract in response to this solicitation, the Contractor must demonstrate that they have successfully completed services, as specified in the Technical Specifications / Scope of Services section of this solicitation are normally and routinely engaged in performing such services, and are properly and legally licensed to perform such work. In addition, the Contractor must have no conflict of interest with regard to any other work performed by the Contractor for the City of Fort Lauderdale.

05. PRICING

All pricing should be identified in PART VII - PROPOSAL PAGES – COST PROPOSAL. No additional costs may be accepted, other than the costs stated on the Proposal pages.

06. RFP DOCUMENTS

The Contractor shall examine this RFP carefully. Ignorance of the requirements will not relieve the Contractor from liability and obligation under the Contract.

07. AWARD

The City reserves the right to award to that proposer who will best serve the interests of the City, for the product/service that will best serve the needs of the City of Fort Lauderdale.

The City also reserves the right to waive minor variations in the specifications and in the

bidding process. The City further reserves the right to accept or reject any and/or all proposals and to award or not award a contract based on this bid solicitation.

08. PRICE VALIDITY

Prices provided in this Request for Proposal (RFP) are valid for 120 days from time of RFP opening. The City shall award contract within this time period or shall request to the recommended awarded vendor an extension to hold pricing, until products/services have been awarded.

PART II - RFP SCHEDULE

EVENT	DATE/TIME
Release of RFP	3/10/14
Deadline for Questions/Request for Clarifications	3/25/14
Proposal Due Date/Time (Deadline)	4/8/14

PART III - SPECIAL CONDITIONS

01. **GENERAL CONDITIONS**
RFP General Conditions Form G-107 Rev. 07/13 (GC) are included and made a part of this RFP.
02. **NEWS RELEASES/PUBLICITY**
News releases, publicity releases, or advertisements relating to this contract or the tasks or projects associated with the project shall not be made without prior City approval.
03. **RFP DOCUMENTS**
The Contractor shall examine this RFP carefully. Ignorance of the requirements will not relieve the Contractor from liability and obligations under the Contract.
04. **CONTRACTORS' COSTS**
The City shall not be liable for any costs incurred by Contractor in responding to this RFP.
05. **RULES AND PROPOSALS**
The signer of the proposal must declare that the only person(s), company or parties interested in the proposal as principals are named therein; that the proposal is made without collusion with any other person(s), company or parties submitting a proposal; that it is in all respects fair and in good faith, without collusion or fraud; and that the signer of the proposal has full authority to bind the principal Contractor.
06. **CONTRACT PERIOD**
The initial contract term shall commence upon date of award by the City and shall expire one year from that date. The City reserves the right to extend the contract for three additional one year terms, providing all terms conditions and specifications remain the same, both parties agree to the extension, and such extension is approved by the City.

In the event services are scheduled to end because of the expiration of this contract, the Contractor shall continue the service upon the request of the City as authorized by the awarding authority. The extension period shall not extend for more than ninety (90) days beyond the expiration date of the existing contract. The Contractor shall be compensated for the service at the rate in effect when this extension clause is invoked by the City.
07. **COST ADJUSTMENTS**
Prices quoted shall be firm for the initial contract term of one year. No cost increases shall be accepted in this initial contract term. Please consider this when providing your pricing for this request for proposal.

Thereafter, any extensions which may be approved by the City shall be subject to the following: Costs for any extension terms shall be subject to an adjustment only if increases or decreases occur in the industry. Such adjustment shall be based on the latest yearly percentage increase in the All Urban Consumers Price Index (CPI-U) as published by the Bureau of Labor Statistics, U.S. Dep't. of Labor, and shall not exceed five percent (5%).

The yearly increase or decrease in the CPI shall be that latest Index published and available for the calendar year ending 12/31, prior to the end of the contract year then in effect, as compared to the index for the comparable month, one-year prior.

Any requested adjustment shall be fully documented and submitted to the City at least ninety (90) days prior to the contract anniversary date. Any approved cost adjustments shall become effective on the beginning date of the approved contract extension.

The City may, after examination, refuse to accept the adjusted costs if they are not properly documented, or considered to be excessive, or if decreases are considered to be insufficient. In the event the City does not wish to accept the adjusted costs and the matter cannot be resolved to the satisfaction of the City, the Contract will be considered cancelled on the scheduled expiration date.

08. SERVICE TEST PERIOD

If the Contractor has not previously performed the services to the city, the City reserves the right to require a test period to determine if the Contractor can perform in accordance with the requirements of the contract, and to the City's satisfaction. Such test period can be from thirty to ninety days, and will be conducted under all specifications, terms and conditions contained in the contract. This trial period will then become part of the initial contract period.

A performance evaluation will be conducted prior to the end of the test period and that evaluation will be the basis for the City's decision to continue with the Contractor or to select another Contractor (if applicable).

09. CONTRACT COORDINATOR

The City may designate a Contract Coordinator whose principal duties shall be:

- Liaison with Contractor.
- Coordinate and approve all work under the contract.
- Resolve any disputes.
- Assure consistency and quality of Contractor's performance.
- Schedule and conduct Contractor performance evaluations and document findings.
- Review and approve for payment all invoices for work performed or items delivered.

10. CONTRACTOR PERFORMANCE REVIEWS AND RATINGS

The City Contract Coordinator may develop a Contractor performance evaluation report. This report shall be used to periodically review and rate the Contractor's performance under the contract with performance rating as follows:

Excellent	Far exceeds requirements.
Good	Exceeds requirements
Fair	Just meets requirements.
Poor	Does not meet all requirements and contractor is subject to penalty provisions under the contract.
Non-compliance	Either continued poor performance after notice or a performance level that does not meet a significant portion of the requirements. This rating makes the Contractor subject to the default or cancellation for cause provisions of the contract.

The report shall also list all discrepancies found during the review period. The Contractor shall be provided with a copy of the report, and may respond in writing if he takes exception to the report or wishes to comment on the report. Contractor performance reviews and subsequent reports will be used in determining the suitability of contract extension.

11. INVOICES/PAYMENT

The City will accept invoices no more frequently than once per month. Each invoice shall fully detail the related costs and shall specify the status of the particular task or project as of the date of the invoice with regard to the accepted schedule for that task or project. Payment will be made within forty-five (45) days after receipt of an invoice acceptable to the City, in accordance with the Florida Local Government Prompt Payment Act. If, at any time during the contract, the City shall not approve or accept the Contractor's work product, and agreement cannot be reached between the City and the Contractor to resolve the problem to the City's satisfaction, the City shall negotiate with the Contractor on a payment for the work completed and usable to the City.

12. RELATED EXPENSES/TRAVEL EXPENSES

All costs including travel are to be included in your proposal. The City will not accept any additional costs.

13. NO EXCLUSIVE CONTRACT/ADDITIONAL SERVICES

While this contract is for services provided to the department referenced in this Request for Proposals, the City may require similar work for other City departments. Contractor agrees to take on such work unless such work would not be considered reasonable or become an undue burden to the Contractor.

Contractor agrees and understands that the contract shall not be construed as an exclusive arrangement and further agrees that the City may, at any time, secure similar or identical services from another vendor at the City's sole option.

The City may require additional items or services of a similar nature, but not specifically listed in the contract. The Contractor agrees to provide such items or services, and shall provide the City prices on such additional items or services based upon a formula or method, which is the same or similar to that used in establishing the prices in his proposal. If the price(s) offered are not acceptable to the City, and the situation cannot be resolved to the satisfaction of the City, the City reserves the right to procure those items or services from other vendors, or to cancel the contract upon giving the Contractor thirty (30) days written notice.

14. DELETION OR MODIFICATION OF SERVICES

The City reserves the right to delete any portion of the Contract at any time without cause, and if such right is exercised by the City, the total fee shall be reduced in the same ratio as the estimated cost of the work deleted bears to the estimated cost of the work originally planned. If work has already been accomplished on the portion of the Contract to be deleted, the Contractor shall be paid for the deleted portion on the basis of the estimated percentage of completion of such portion.

If the Contractor and the City agree on modifications or revisions to the task elements, after the City has approved work to begin on a particular task or project, and a budget has been established for that task or project, the Contractor will submit a revised budget to the City for approval prior to proceeding with the work.

15. SUBSTITUTION OF PERSONNEL

It is the intention of the City that the Contractor's personnel proposed for the contract will be available for the initial contract term. In the event the Contractor wishes to substitute personnel, he shall propose personnel of equal or higher qualifications and all replacement

personnel are subject to City approval. In the event substitute personnel are not satisfactory to the City and the matter cannot be resolved to the satisfaction of the City, the City reserves the right to cancel the Contract for cause. See Section 5.09 General Conditions.

16. **INSURANCE**

The Contractor shall furnish proof of insurance requirements as indicated below. The coverage is to remain in force at all times during the contract period. The following minimum insurance coverage is required. The City is to be added as an "additional insured" with relation to General Liability Insurance. This MUST be written in the description section of the insurance certificate, even if you have a check-off box on your insurance certificate. Any costs for adding the City as "additional insured" will be at the contractor's expense.

The City of Fort Lauderdale shall be given notice 10 days prior to cancellation or modification of any stipulated insurance. The insurance provided shall be endorsed or amended to comply with this notice requirement. In the event that the insurer is unable to accommodate, it shall be the responsibility of the Contractor to provide the proper notice. Such notification will be in writing by registered mail, return receipt requested and addressed to the Procurement Services Division.

The Contractor's insurance must be provided by an A.M. Best's "A-" rated or better insurance company authorized to issue insurance policies in the State of Florida, subject to approval by the City's Risk Manager. Any exclusions or provisions in the insurance maintained by the contractor that precludes coverage for work contemplated in this RFP shall be deemed unacceptable, and shall be considered breach of contract.

Workers' Compensation and Employers' Liability Insurance

Limits: Workers' Compensation – Per Florida Statute 440
Employers' Liability - \$500,000

Any firm performing work on behalf of the City of Fort Lauderdale must provide Workers' Compensation insurance. Exceptions and exemptions will be allowed by the City's Risk Manager, if they are in accordance with Florida Statute. For additional information contact the Department of Financial Services, Workers' Compensation Division at (850) 413-1601 or on the web at www.fldfs.com.

Commercial General Liability Insurance

Covering premises-operations, products-completed operations, independent contractors and contractual liability.

Limits: Combined single limit bodily injury/property damage \$1,000,000.

This coverage must include, but not limited to:

- a. Coverage for the liability assumed by the contractor under the indemnity provision of the contract.
- b. Coverage for Premises/Operations
- c. Products/Completed Operations
- d. Broad Form Contractual Liability
- e. Independent Contractors

Automobile Liability Insurance

Covering all owned, hired and non-owned automobile equipment.

Limits: Bodily injury	\$250,000 each person, \$500,000 each occurrence
Property damage	\$100,000 each occurrence

Professional Liability (Errors & Omissions)Consultants

Limits:	\$2,000,000 per occurrence
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A copy of **ANY** current Certificate of Insurance should be included with your proposal.

In the event that you are the successful bidder, you will be required to provide a certificate naming the City as an "additional insured" for General Liability.

Certificate holder should be addressed as follows:

City of Fort Lauderdale
Procurement Services Division
100 N. Andrews Avenue, Room 619
Fort Lauderdale, FL 33301

17. OWNERSHIP OF WORK

The City shall have full ownership and the right to copyright, otherwise limit, reproduce, modify, sell, or use all of the work or product produced under this contract without payment of any royalties or fees to the Contractor above the agreed hourly rates and related costs.

18. UNCONTROLLABLE CIRCUMSTANCES ("Force Majeure")

The City and Contractor will be excused from the performance of their respective obligations under this agreement when and to the extent that their performance is delayed or prevented by any circumstances beyond their control including, fire, flood, explosion, strikes or other labor disputes, act of God or public emergency, war, riot, civil commotion, malicious damage, act or omission of any governmental authority, delay or failure or shortage of any type of transportation, equipment, or service from a public utility needed for their performance, provided that:

A. The non performing party gives the other party prompt written notice describing the particulars of the Force Majeure including, but not limited to, the nature of the occurrence and its expected duration, and continues to furnish timely reports with respect thereto during the period of the Force Majeure;

B. The excuse of performance is of no greater scope and of no longer duration than is required by the Force Majeure;

C. No obligations of either party that arose before the Force Majeure causing the excuse

of performance are excused as a result of the Force Majeure; and

D. The non performing party uses its best efforts to remedy its inability to perform. Notwithstanding the above, performance shall not be excused under this Section for a period in excess of two (2) months, provided that in extenuating circumstances, the City may excuse performance for a longer term. Economic hardship of the Contractor will not constitute Force Majeure. The term of the agreement shall be extended by a period equal to that during which either party's performance is suspended under this Section.

19. PUBLIC ENTITY CRIMES

NOTE: Contractor, by submitting a proposal attests she/he/it has not been placed on the convicted vendor list.

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, Florida Statutes, for Category Two for a period of 36 months from the date of being placed on the convicted vendor list.

20. CANADIAN COMPANIES

The City may enforce in the United States of America or in Canada or in both countries a judgment entered against the Contractor. The Contractor waives any and all defenses to the City's enforcement in Canada, of a judgment entered by a court in the United States of America. All monetary amounts set forth in this Contract are in United States dollars.

21. LOBBYING ACTIVITIES

ALL CONTRACTORS PLEASE NOTE: Any contractor submitting a response to this solicitation must comply, if applicable, with City of Fort Lauderdale Ordinance No. C-00-27 & Resolution No. 07-101, Lobbying Activities. Copies of Ordinance No. C-00-27 and Resolution No. 07-101 may be obtained from the City Clerk's Office on the 7th Floor of City Hall, 100 N. Andrews Avenue, Fort Lauderdale, Florida. The ordinance may also be viewed on the City's website at:

http://www.fortlauderdale.gov/clerk/LobbyistDocs/lobbyist_ordinance.pdf.

22. BID TABULATIONS/INTENT TO AWARD

(Notice of Intent to Award Contract/Bid, resulting from the City's Formal solicitation process, requiring City Commission action, may be found at http://www.fortlauderdale.gov/purchasing/notices_of_intent.htm. Tabulations of receipt of those parties responding to a formal solicitation may be found at <http://www.fortlauderdale.gov/purchasing/bidresults.htm>, or any interested party may call the Procurement Office at 954-828-5933.

23. SAMPLE CONTRACT AGREEMENT

A sample of the formal agreement template, which may be required to be executed by the awarded vendor can be found at our website <http://fortlauderdale.gov/purchasing/general/contractsample021412.pdf>

24. LOCAL BUSINESS PREFERENCE

Section 2-199.2, Code of Ordinances of the City of Fort Lauderdale, (Ordinance No. C-12-04), provides for a local business preference.

In order to be considered for a local business preference, a proposer must include the Local Business Preference Certification Statement of this RFP, as applicable to the local business preference class claimed **at the time of proposal submittal**:

Upon formal request of the City, based on the application of a Local Business Preference the Proposer shall within ten (10) calendar days submit the following documentation to the Local Business Preference Class claimed:

- A) Copy of City of Fort Lauderdale current year business tax receipt, **or** Broward County current year business tax receipt, **and**
- B) List of the names of all employees of the proposer and evidence of employees' residence within the geographic bounds of the City of Fort Lauderdale or Broward County, as the case may be, such as current Florida driver license, residential utility bill (water, electric, telephone, cable television), or other type of similar documentation acceptable to the City.

Failure to comply at time of proposal submittal shall result in the Proposer being found ineligible for the local business preference.

THE COMPLETE LOCAL BUSINESS PREFERENCE ORDINANCE MAY BE FOUND ON THE CITY'S WEB SITE AT THE FOLLOWING LINK:
<http://www.fortlauderdale.gov/purchasing/index.htm>

Definitions: The term "Business" shall mean a person, firm, corporation or other business entity which is duly licensed and authorized to engage in a particular work in the State of Florida. Business shall be broken down into four (4) types of classes:

1. Class A Business – shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone and staffed with full-time employees within the limits of the City **and** shall maintain a staffing level of the prime contractor for the proposed work of at least fifty percent (50%) who are residents of the City.
2. Class B Business - shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone and staffed with full-time employees within the limits of the City **or** shall maintain a staffing level of the prime contractor for the proposed work of at least fifty percent (50%) who are residents of the City.
3. Class C Business - shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone **and** staffed with full-time employees within the limits of Broward County.
4. Class D Business – shall mean any Business that does not qualify as either a Class A, Class B, or Class C business.

PART IV - TECHNICAL SPECIFICATIONS/SCOPE OF SERVICES

BACKGROUND:

The mission of the Northwest-Progresso-Flagler Heights Community Redevelopment Area (NPF CRA) is to foster and directly assist in the redevelopment of the Fort Lauderdale Community Redevelopment Area by eliminating blight, create a sustainable urban development framework, and encourage economic growth, thus improving the attractiveness and quality of life for the benefit of the CRA District and the City of Fort Lauderdale as a whole.

As part of the City of Fort Lauderdale Department of Sustainable Development, the NPF CRA works to fulfill its mission through a variety of strategic programs and improvement plans that eliminate and prevent blighted conditions, encourage job creation and business development, help maintain a viable redevelopment area, and improve neighborhoods throughout the CRA District. Working in conjunction with other community partners, the NPF CRA has made significant progress since being established in 1995.

The comprehensive, strategic approach to redevelopment includes improving the commercial and residential conditions of the target area. This approach is consistent with several goals identified in the City of Fort Lauderdale Strategic Plan – *Press Play* such as:

- Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections.
- Be known for educational excellence.
- Be a community of strong, beautiful, and healthy neighborhoods
- Be an inclusive community made up of district, complementary, and diverse neighborhoods

On October 15, 2013 the NPF CRA adopted a \$25M Five-Year Strategic Plan that will focus on the continued improvement in the overall quality of the life for residents in the target area and throughout Fort Lauderdale. The spending plan is detailed list of specific project allocations and strategic initiatives both focused on encouraging more private capital investment, job creation, and growth of the tax base. Over the next five years NPF CRA funds will be used to rebuild neighborhood infrastructure using Complete Street principles to promote walkability and livability for area residents on projects in the Flagler Village, Progresso, Durrs and Home Beautiful neighborhoods. Additionally, new NPF CRA incentive programs have been developed to provide funding for property owners, investors and business owners to improve property, attract new businesses and expand existing businesses throughout the redevelopment area.

GENERAL:

The NPF CRA is seeking proposals from a qualified firm to provide the following services associated with marketing, public relations and branding in support of CRA projects and initiatives located throughout the redevelopment district. The anticipated projects and initiatives are expected to be developed to be consistent with the City of Fort Lauderdale Community Redevelopment Plan(s), the Downtown Master Plan, the City of Fort Lauderdale Vision 2035 Strategic Plan and other related

economic development and neighborhood plans and initiatives. The intent of the solicitation is to enter into a contract with one firm for the desired services. Subject to approval by the CRA Board, the term of the contract with the firm may be for a one year term, with an option for three, one year extensions, subject to annual budgeting and appropriations.

At minimum, develop marketing and branding tools and approach for the NPF CRA to execute the following guiding principles:

1. Positioning and branding NPF CRA as a vibrant, growing urban hub that offers a variety of distinctive features, advantages and benefits to businesses and visitors alike;
2. Educating target audiences on the ever-evolving projects, programs and initiatives in NPF CRA that appeals to all generations and price points;
3. Increasing audience reach and awareness of the growth and development within NPF CRA;
4. Inspiring pride throughout the redevelopment district that encourages connectivity, engagement, participation, communication, support of community-at-large, and a wider pool of influencers and endorsers;
5. Increasing and maintaining a high level of awareness with regard to the NPF CRA area including general news, events, activities, etc. among its targeted audiences, including media;
6. Generating additional consumer traffic, business interest, and media coverage as well as demonstrate vibrancy and relevance of the new development activity within the NPF CRA.
7. Support the overall economic development initiatives of the City of Fort Lauderdale via relevant communications channels and vehicles.
8. Create message content that respond to the diverse nature of the NPF CRA, particularly the multi-cultural aspects of the community.
9. Work with City and CRA staff to continuously involve community-based organizations on projects, initiatives and programs as needed.

SCOPE OF SERVICES:

The Scope of Work is a general guide of the work the NPF CRA expects to be performed by the Consultant, and is not a complete list of all services that may be required or desired. The Consultant will perform the following primary tasks:

A. Marketing and Branding:

- a. Develop an overall marketing plan that represents the diverse need of the NPF CRA.
- b. Create a strong brand identify and recommend a sustainable branding campaign.
- c. Coordinate economic development partners and community involvement process in crafting the brand.
- d. Create a new logo for the Agency
- e. Prepare and produce advertisements for development projects for print and electronic media publications.
- f. Prepare and produce signage and banners

- g. Development of collateral materials for trade shows, conferences and public events
- h. Design a Trade Show Display and assist with product development.
- i. Develop informational brochures/fact sheets to provide to community.
- j. Complete a Business Development Kit to help promote Fort Lauderdale as a global destination for business.
- k. Complete professional photography that highlights various NPF CRA projects and overall community appeal.

B. Social Media Account Management

The NPF CRA uses social media to inform the local and regional community of news and projects to increase awareness of the agency mission, projects and initiatives; to engage stakeholders in various aspects of the redevelopment process; and to encourage an ongoing dialogue about redevelopment and economic development in the NPF CRA area to increase transparency. The selected respondent will be charged with managing the overall social media marketing strategies associated with the accounts, including devising and implementing a posting calendar, growing followers, and analyzing insights. The selected respondent will provide monthly insight reports to summarize posting activity, impressions, audience engagement, and any applicable trends. The Contractor may coordinate with other city staff members, other departments and community-based organizations so they will be available to make secondary posts, but will be generally responsible for the overall maintenance of the accounts.

C. Public Relations

To assist city staff organizations on the development of specific marketing initiatives and/or campaigns focused around special events, projects, initiatives or programs in targeted development areas.

D. Email Newsletters

The NPF CRA uses an email system to maintain active subscriber lists for both the NPF CRA and the City of Fort Lauderdale. The Contractor will provide copy and content for a total of four monthly email newsletters and distribute them through the CRA's existing email service. The Contractor will provide monthly analytics reports summarizing growth of the subscriber list, open rates, click rates, and social media shares.

E. Feature Articles

As needed, the Contractor will produce a feature article of approximately 500 words, and assist with distributing the story to various local media outlets. City staff will provide topics, resources, and overall direction. Topics will generally consist of highlights of local merchants, successful grant applicants, and/or NPF CRA redevelopment projects.

F. Press Release Generation & Distribution

Although many of the NPF CRA's initiatives are long-term, there is often a need to inform stakeholders of time-sensitive project milestones, new initiatives, or changes to various programs. The Contractor will generate press releases for the NPF CRA and assist with distribution to local media outlets on an as-need basis, generally expected to be once or twice per month.

G. Graphic Design Services

On an occasional basis, the NPF CRA may need graphic design services for either electronic or print marketing materials for projects and/or events. Design needs would largely consist of save-the-date invitations; postcards; posters; brochures; flyers; and print advertisements. Graphic design assignments would be requested on an as-needed basis, but not more than once a month. Staff will provide the Contractor with all necessary specifications and information needed to furnish a design in a timely manner.

H. Web Site Design Assistance

A webpage for the area exists as part of the City of Fort Lauderdale web site. Proposals should provide recommendations on upgrading of current project web sites and should include advice and consultation on the most effective web content and navigation that provide, at a minimum, the following functions:

- Home Page with text, links and well-designed graphics
- News Page, updatable by the City and NPF CRA staff
- Links Page, updatable by the City and NPF CRA staff
- Background page, with summary information about the area and projects
- Text links to maps stored on the site
- Easy updating ability
- The web site should be search-engine friendly

I. Bonus Services

In addition to the above functions and services, the NPF CRA may occasionally have a need for specialized marketing services, including photography, videography, printing, and website design and maintenance services. As it is not anticipated that the NPF CRA will need these services on an ongoing or otherwise predictable basis, Proposers are not required to bid on the services mentioned in this section. However, if a proposer can directly provide or assist in procuring these services, it should be indicated in the submittal. These services will not become part of the evaluation criteria.

J. POINT SYSTEM FOR SELECTION

PROCESS – Proposals that do not include all of the information outlined in the RFP may be found to be non-responsive. An Evaluation Committee will review and evaluate qualified proposals based upon the knowledge, skills, experience, past performance of firm and of the project team, resource availability/commitment, and quality of the proposal. The evaluation committee may create a short-list of firms to be considered for selection by the City Commission and the CRA Board. The City Commission and CRA Board will make the final determination as to which firms will be awarded a contract.

K. ADDITIONAL INFORMATION:

It is strongly recommended that respondents familiarize themselves with the NPF CRA Five-Year Strategic Plan and the City of Fort Lauderdale Strategic Plan – *Press Play* prior to submitting proposals in response to this solicitation for professional services. A copy of the NPF CRA Five-Year

Strategic Plan is attached for your review. The City of Fort Lauderdale Strategic Plan – *Press Play* can be viewed on-line at <http://www.fortlauderdale.gov/pressplay/>.

PART V – PROPOSAL EVALUATION CRITERIA

The award of the contract will be based on certain objective and subjective considerations listed below:

Familiarity with the area and purpose of the CRA	20%
Innovative, creative approach to project and related performance metrics for a successful program	30%
Experience of representatives/project team assigned to the project	10%
Available staff resources to complete assignments in a timely and professional manner	10%
Annual Firm Fixed Fee	30%
TOTAL PERCENT AVAILABLE:	100%

An evaluation committee of qualified City Staff or other persons selected by the City will conduct evaluations of proposals. It may be a two-step process. In step one, the committee will evaluate all responsive proposals based upon the information and references contained in the proposals as submitted. The committee shall review each proposal and rank each proposer's evaluation criteria as stated in this RFP (i.e. criteria 1, 2, 3, 4), and determine a minimum of three (3), if more than three (3) proposals are responsive, to be finalists for further consideration. In the event there are less than three (3) responsive proposals, the committee will give further consideration to all responsive proposals received. In step two, the committee may conduct discussions (oral presentations), for clarification purposes only, with the finalists and re-score and re-rank the finalists' proposals. The evaluation committee may then make a recommendation, resulting from this process, to the City Manager for award of a contract.

The City may require visits to customer installations or demonstrations of product by Contractor's, as part of the evaluation process.

The City of Fort Lauderdale reserves the right, before awarding the contract, to require a Proposer to submit any evidence of its qualifications as the City may deem necessary; and to consider any evidence available of financial, technical and other qualifications and capabilities, including performance experience with past and present users.

The City of Fort Lauderdale reserves the right to request additional clarifying information and request an oral presentation from any and all Proposers prior to determination of award.

The City reserves the right to award the contract to that Proposer who will best serve the interest of the City. The City reserves the right based upon its deliberations and in its opinion, to accept or reject any or all proposals. The City also reserves the right to waive minor irregularities or variations to the specifications and in the bidding process.

The City uses a mathematical formula for determining allocation of evaluation criteria including cost points, to each responsive, responsible proposer. Each evaluation criteria stated in the RFP has an identified weighted factor. Each evaluation committee member will rank each criteria, from each proposer, giving their first ranked proposer as number 1, and second proposer as number 2 and so on. The City shall average the ranking for each criteria, for all evaluation committee members, and then multiply that average ranking by the weighted criteria identified in the RFP. The lowest average final ranking score will determine the recommendation by the evaluation committee to the City Manager.

PART VI - REQUIREMENTS OF THE PROPOSAL

All proposals must be submitted as specified on the proposal pages, which follow. Any attachments must be clearly identified. To be considered, the proposal must respond to all parts of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are supplied by a proposer to respond to a requirement, the response should include reference to the document number and page number. Proposals not providing this reference will be considered to have no reference material included in the additional documents. The City prefers all responses to this RFP to be less than 50 pages and that the Contractor utilize recyclable materials as much as possible. Expensive or fancy binders are not preferred.

All proposals must be submitted in a sealed package with the RFP number, due and open date, and RFP title clearly marked on the outside. If more than one package is submitted they should be marked 1 of 2, etc.

THIS IS A PAPER RFP WITH CD's. All proposals must be received by the City of Fort Lauderdale, in the Procurement Services Division, Room 619, City Hall, 100 North Andrews Avenue, Fort Lauderdale, Florida, 33301 prior to 2:00 pm on the date specified in PART II – RFP SCHEDULE. Submittal of response by fax or e-mail will NOT be acceptable.

PROPOSERS MUST SUBMIT AN IDENTIFIED ORIGINAL HARD COPY, PLUS (3) ADDITIONAL HARD COPIES OF THEIR PROPOSAL PAGES INCLUDING ANY ATTACHMENTS.

THE ABOVE REQUIREMENTS TOTAL (3) HARD COPIES OF YOUR PROPOSAL. CONTRACTORS SHOULD SUBMIT YOUR PROPOSAL ALSO ON A CD. CONTRACTOR SHOULD PROVIDE (5) CD COPIES OF YOUR PROPOSAL. CD COPY MUST MATCH THE ORIGINAL HARDCOPY. IN CASE OF ANY DISCREPANCY BETWEEN THE ORIGINAL HARD COPIES AND THE CD, THE ORIGINAL HARD COPY PREVAILS. FAILURE TO PROVIDE PROPOSALS AS STATED ABOVE, MAY BE GROUNDS TO FIND CONTRACTOR NON-RESPONSIVE.

The proposer understands that the information contained in these Proposal Pages is to be relied upon by the City in awarding the proposed Agreement, and such information is warranted by the proposer to be true. The proposer agrees to furnish such additional information, prior to acceptance of any proposal, relating to the qualifications of the proposer, as may be required by the City.

A representative who is authorized to contractually bind the Contractor shall sign the Bid/Proposal Signature page. Omission of a signature on that page may result in rejection of your proposal.

PART VII - PROPOSAL PAGES – COST PROPOSAL

Cost to the City: Contractor must quote firm, fixed, annual rate for all services identified in this request for proposal. This firm fixed annual rate includes any costs for travel to the City. No other costs will be accepted. This firm fixed annual rate will be the same for the initial contract period.

Failure to use the City's COST PROPOSAL Page and provide costs as requested in this RFP, may deem your proposal non-responsive.

TOTAL ANNUAL FIRM FIXED FEE (INITIAL CONTRACT PERIOD) \$_____/Annually

PART VIII - PROPOSAL PAGES - TECHNICAL PROPOSAL

The following issues should be fully responded to in your proposal in concise narrative form. Additional sheets should be used, but they should reference each issue and be presented in the same order.

- Tab 1: Bid/Proposal and Signature pages
- Tab 2: Cost Proposal Page
- Tab 3: Required Documents:
Non-Collusion Statement
Local Vendor Preference Form
Certificate of Insurance
- Tab 4: Letter of Interest, The letter of interest may contain any other information not in the proposal but should not exceed two (2) pages.
- Tab 5: Statement of Proposed Services. Proposals should respond to scope of work. They should be no longer than twelve (12) pages (single sided), and be comprised of three general components: (a) an assessment of capability and approach to perform the scope of service; (b) identification of Proposer's distinctive competence, staff qualifications assigned to this account with their experience and skills they bring to this assignment, along with resume of experience and qualifications; (c) estimated timetables (e.g. marketing).
- Tab 6: Business Licenses. Evidence that your firm and/or persons performing the work are licensed to do business in the State of Florida.
- Tab 7: Proposer's assessment of the City of Fort Lauderdale's needs and the quality of the proposal to meet those needs, including a plan/outline.
- Tab 8: Proposer's ability to assign appropriate resources to the account in a timely manner.
- Tab 9: Additional services available in-house, not requested by the City in Part IV - technical specifications/scope of work with fee schedule for those services (For Informational Purposes Only).
- Tab 10: List of three clients/references for whom you have provided similar services in the last three years; Provide agency name, address, telephone number, contact person, and date service was provided. Be prepared to provide, upon request, evidence of work product, ability to meet schedules, cooperation, and responsiveness. Attach additional sheets if necessary. **Do not include City of Fort Lauderdale or its employees as references when submitting your proposal.**
- Tab 11: Any additional attachments to your proposal.

**CITY OF FORT LAUDERDALE
GENERAL CONDITIONS**

These instructions are standard for all contracts for commodities or services issued through the City of Fort Lauderdale Procurement Services Division. The City may delete, supersede, or modify any of these standard instructions for a particular contract by indicating such change in the Invitation to Bid (ITB) Special Conditions, Technical Specifications, Instructions, Proposal Pages, Addenda, and Legal Advertisement. In this general conditions document, Invitation to Bid (ITB) and Request for Proposal (RFP) are interchangeable.

PART I BIDDER PROPOSAL PAGE(S) CONDITIONS:

- 1.01 BIDDER ADDRESS:** The City maintains automated vendor address lists that have been generated for each specific Commodity Class item through our bid issuing service, BidSync. Notices of Invitations to Bid (ITB'S) are sent by e-mail to the selection of bidders who have fully registered with BidSync or faxed (if applicable) to every vendor on those lists, who may then view the bid documents online. Bidders who have been informed of a bid's availability in any other manner are responsible for registering with BidSync in order to view the bid documents. There is no fee for doing so. If you wish bid notifications be provided to another e-mail address or fax, please contact BidSync. If you wish purchase orders sent to a different address, please so indicate in your bid response. If you wish payments sent to a different address, please so indicate on your invoice.
- 1.02 DELIVERY:** Time will be of the essence for any orders placed as a result of this ITB. The City reserves the right to cancel any orders, or part thereof, without obligation if delivery is not made in accordance with the schedule specified by the Bidder and accepted by the City.
- 1.03 PACKING SLIPS:** It will be the responsibility of the awarded Contractor, to attach all packing slips to the OUTSIDE of each shipment. Packing slips must provide a detailed description of what is to be received and reference the City of Fort Lauderdale purchase order number that is associated with the shipment. Failure to provide a detailed packing slip attached to the outside of shipment may result in refusal of shipment at Contractor's expense.
- 1.04 PAYMENT TERMS AND CASH DISCOUNTS:** Payment terms, unless otherwise stated in this ITB, will be considered to be net 45 days after the date of satisfactory delivery at the place of acceptance and receipt of correct invoice at the office specified, whichever occurs last. Bidder may offer cash discounts for prompt payment but they will not be considered in determination of award. If a Bidder offers a discount, it is understood that the discount time will be computed from the date of satisfactory delivery, at the place of acceptance, and receipt of correct invoice, at the office specified, whichever occurs last.
- 1.05 TOTAL BID DISCOUNT:** If Bidder offers a discount for award of all items listed in the bid, such discount shall be deducted from the total of the firm net unit prices bid and shall be considered in tabulation and award of bid.
- 1.06 BIDS FIRM FOR ACCEPTANCE:** Bidder warrants, by virtue of bidding, that the bid and the prices quoted in the bid will be firm for acceptance by the City for a period of one hundred twenty (120) days from the date of bid opening unless otherwise stated in the ITB.
- 1.07 VARIANCES:** For purposes of bid evaluation, Bidder's must indicate any variances, no matter how slight, from ITB General Conditions, Special Conditions, Specifications or Addenda in the space provided in the ITB. No variations or exceptions by a Bidder will be considered or deemed a part of the bid submitted unless such variances or exceptions are listed in the bid and referenced in the space provided on the bidder proposal pages. If variances are not stated, or referenced as required, it will be assumed that the product or service fully complies with the City's terms, conditions, and specifications.
- By receiving a bid, City does not necessarily accept any variances contained in the bid. All variances submitted are subject to review and approval by the City. If any bid contains material variances that, in the City's sole opinion, make that bid conditional in nature, the City reserves the right to reject the bid or part of the bid that is declared, by the City as conditional.
- 1.08 NO BIDS:** If you do not intend to bid please indicate the reason, such as insufficient time to respond, do not offer product or service, unable to meet specifications, schedule would not permit, or any other reason, in the space provided in this ITB. Failure to bid or return no bid comments prior to the bid due and opening date and time, indicated in this ITB, may result in your firm being deleted from our Bidder's registration list for the Commodity Class Item requested in this ITB.
- 1.09 MINORITY AND WOMEN BUSINESS ENTERPRISE PARTICIPATION AND BUSINESS DEFINITIONS:** The City of Fort Lauderdale wants to increase the participation of Minority Business Enterprises (MBE), Women Business Enterprises (WBE), and Small Business Enterprises (SBE) in its procurement activities. If your firm qualifies in accordance with the below definitions please indicate in the space provided in this ITB.

Minority Business Enterprise (MBE) "A Minority Business" is a business enterprise that is owned or controlled by one or more socially or economically disadvantaged persons. Such disadvantage may arise from cultural, racial, chronic economic circumstances or background or other similar cause. Such persons include, but are not limited to: Blacks, Hispanics, Asian Americans, and Native Americans.

The term "Minority Business Enterprise" means a business at least 51 percent of which is owned by minority group members or, in the case of a publicly owned business, at least 51 percent of the stock of which is owned by minority group members. For the purpose of the preceding sentence, minority group members are citizens of the United States who include, but are not limited to: Blacks, Hispanics, Asian Americans, and Native Americans.

Women Business Enterprise (WBE) a "Women Owned or Controlled Business" is a business enterprise at least 51 percent of which is owned by females or, in the case of a publicly owned business, at least 51 percent of the stock of which is owned by females.

Small Business Enterprise (SBE) "Small Business" means a corporation, partnership, sole proprietorship, or other legal entity formed for the purpose of making a profit, which is independently owned and operated, has either fewer than 100 employees or less than \$1,000,000 in annual gross receipts.

BLACK, which includes persons having origins in any of the Black racial groups of Africa.

WHITE, which includes persons whose origins are Anglo-Saxon and Europeans and persons of Indo-European decent including Pakistani and East Indian.
 HISPANIC, which includes persons of Mexican, Puerto Rican, Cuban, Central and South American, or other Spanish culture or origin, regardless of race.
 NATIVE AMERICAN, which includes persons whose origins are American Indians, Eskimos, Aleuts, or Native Hawaiians.
 ASIAN AMERICAN, which includes persons having origin in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands.

1.10 MINORITY-WOMEN BUSINESS ENTERPRISE PARTICIPATION

It is the desire of the City of Fort Lauderdale to increase the participation of minority (MBE) and women-owned (WBE) businesses in its contracting and procurement programs. While the City does not have any preference or set aside programs in place, it is committed to a policy of equitable participation for these firms. Proposers are requested to include in their proposals a narrative describing their past accomplishments and intended actions in this area. If proposers are considering minority or women owned enterprise participation in their proposal, those firms, and their specific duties have to be identified in the proposal. If a proposer is considered for award, he or she will be asked to meet with City staff so that the intended MBE/WBE participation can be formalized and included in the subsequent contract.

1.11 SCRUTINIZED COMPANIES

This Section applies to any contract for goods or services of \$1 million or more:

The Contractor certifies that it is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List and that it does not have business operations in Cuba or Syria as provided in section 287.135, Florida Statutes (2011), as may be amended or revised. The City may terminate this Contract at the City's option if the Contractor is found to have submitted a false certification as provided under subsection (5) of section 287.135, Florida Statutes (2011), as may be amended or revised, or been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List or has engaged in business operations in Cuba or Syria, as defined in Section 287.135, Florida Statutes (2011), as may be amended or revised.

1.12 DEBARRED OR SUSPENDED BIDDERS OR PROPOSERS

The bidder or proposer certifies, by submission of a response to this solicitation, that neither it nor its principals and subcontractors are presently debarred or suspended by any Federal department or agency.

Part II DEFINITIONS/ORDER OF PRECEDENCE:

2.01 BIDDING DEFINITIONS

The City will use the following definitions in its general conditions, special conditions, technical specifications, instructions to bidders, addenda and any other document used in the bidding process:

INVITATION TO BID (ITB) when the City is requesting bids from qualified Bidders.

REQUEST FOR PROPOSALS (RFP) when the City is requesting proposals from qualified Proposers.

BID – a price and terms quote received in response to an ITB.

PROPOSAL – a proposal received in response to an RFP.

BIDDER – Person or firm submitting a Bid.

PROPOSER – Person or firm submitting a Proposal.

RESPONSIVE BIDDER – A person whose bid conforms in all material respects to the terms and conditions included in the ITB.

RESPONSIBLE BIDDER – A person who has the capability in all respects to perform in full the contract requirements, as stated in the ITB, and the integrity and reliability that will assure good faith performance.

FIRST RANKED PROPOSER – That Proposer, responding to a City RFP, whose Proposal is deemed by the City, the most advantageous to the City after applying the evaluation criteria contained in the RFP.

SELLER – Successful Bidder or Proposer who is awarded a Purchase Order or Contract to provide goods or services to the City.

CONTRACTOR – Successful Bidder or Proposer who is awarded a Purchase Order, award Contract, Blanket Purchase Order agreement, or Term Contract to provide goods or services to the City.

CONTRACT – A deliberate verbal or written agreement between two or more competent parties to perform or not to perform a certain act or acts, including all types of agreements, regardless of what they may be called, for the procurement or disposal of equipment, materials, supplies, services or construction.

CONSULTANT – Successful Bidder or Proposer who is awarded a contract to provide professional services to the City.

The following terms may be used interchangeably by the City: ITB and/or RFP; Bid or Proposal; Bidder, Proposer, or Seller; Contractor or Consultant; Contract, Award, Agreement or Purchase Order.

2.02 SPECIAL CONDITIONS:

Any and all Special Conditions contained in this ITB that may be in variance or conflict with these General Conditions shall have precedence over these General Conditions. If no changes or deletions to General Conditions are made in the Special Conditions, then the General Conditions shall prevail in their entirety,

PART III BIDDING AND AWARD PROCEDURES:

3.01 SUBMISSION AND RECEIPT OF BIDS:

To receive consideration, bids must be received prior to the bid opening date and time. Unless otherwise specified, Bidders should use the proposal forms provided by the City. These forms may be duplicated, but failure to use the forms may cause the bid to be rejected. Any erasures or corrections on the bid must be made in ink and initialed by Bidder in ink. All information submitted by the Bidder shall be printed, typewritten or filled in with pen and ink. Bids shall be signed in ink. Separate bids must be submitted for each ITB issued by the City in separate sealed envelopes properly marked. When a particular ITB or RFP requires multiple copies of bids or proposals they may be included in a single envelope or package properly sealed and identified. Only send bids via facsimile transmission (FAX) if the ITB specifically states that bids sent via FAX will be considered. If such a statement is not included in the ITB, bids sent via FAX will be rejected. Bids will be publicly opened in the Procurement Office, or other designated area, in the presence of Bidders, the public, and City staff. Bidders and the public are invited and encouraged to attend bid openings. Bids will be tabulated and made available for review by Bidder's and the public in accordance with applicable regulations.

3.02 MODEL NUMBER CORRECTIONS:

If the model number for the make specified in this ITB is incorrect, or no longer available and replaced with an updated model with new specifications, the Bidder shall enter the correct model number on the bidder proposal page. In the case of an updated model with new specifications, Bidder shall provide adequate information to allow the City to determine if the model bid meets the City's requirements.

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- 3.03 PRICES QUOTED:** Deduct trade discounts, and quote firm net prices. Give both unit price and extended total. In the case of a discrepancy in computing the amount of the bid, the unit price quoted will govern. All prices quoted shall be F.O.B. destination, freight prepaid (Bidder pays and bears freight charges, Bidder owns goods in transit and files any claims), unless otherwise stated in Special Conditions. Each item must be bid separately. No attempt shall be made to tie any item or items contained in the ITB with any other business with the City.
- 3.04 TAXES:** The City of Fort Lauderdale is exempt from Federal Excise and Florida Sales taxes on direct purchase of tangible property. Exemption number for EIN is 59-6000319, and State Sales tax exemption number is 85-8013875578C-1.
- 3.05 WARRANTIES OF USAGE:** Any quantities listed in this ITB as estimated or projected are provided for tabulation and information purposes only. No warranty or guarantee of quantities is given or implied. It is understood that the Contractor will furnish the City's needs as they arise.
- 3.06 APPROVED EQUAL:** When the technical specifications call for a brand name, manufacturer, make, model, or vendor catalog number with acceptance of APPROVED EQUAL, it shall be for the purpose of establishing a level of quality and features desired and acceptable to the City. In such cases, the City will be receptive to any unit that would be considered by qualified City personnel as an approved equal. In that the specified make and model represent a level of quality and features desired by the City, the Bidder must state clearly in the bid any variance from those specifications. It is the Bidder's responsibility to provide adequate information, in the bid, to enable the City to ensure that the bid meets the required criteria. If adequate information is not submitted with the bid, it may be rejected. The City will be the sole judge in determining if the item bid qualifies as an approved equal.
- 3.07 MINIMUM AND MANDATORY TECHNICAL SPECIFICATIONS:** The technical specifications may include items that are considered minimum, mandatory, or required. If any Bidder is unable to meet or exceed these items, and feels that the technical specifications are overly restrictive, the bidder must notify the Procurement Services Division immediately. Such notification must be received by the Procurement Services Division prior to the deadline contained in the ITB, for questions of a material nature, or prior to five (5) days before bid due and open date, whichever occurs first. If no such notification is received prior to that deadline, the City will consider the technical specifications to be acceptable to all bidders.
- 3.08 MISTAKES:** Bidders are cautioned to examine all terms, conditions, specifications, drawings, exhibits, addenda, delivery instructions and special conditions pertaining to the ITB. Failure of the Bidder to examine all pertinent documents shall not entitle the bidder to any relief from the conditions imposed in the contract.
- 3.09 SAMPLES AND DEMONSTRATIONS:** Samples or inspection of product may be requested to determine suitability. Unless otherwise specified in Special Conditions, samples shall be requested after the date of bid opening, and if requested should be received by the City within seven (7) working days of request. Samples, when requested, must be furnished free of expense to the City and if not used in testing or destroyed, will upon request of the Bidder, be returned within thirty (30) days of bid award at Bidder's expense. When required, the City may request full demonstrations of units prior to award. When such demonstrations are requested, the Bidder shall respond promptly and arrange a demonstration at a convenient location. Failure to provide samples or demonstrations as specified by the City may result in rejection of a bid.
- 3.10 LIFE CYCLE COSTING:** If so specified in the ITB, the City may elect to evaluate equipment proposed on the basis of total cost of ownership. In using Life Cycle Costing, factors such as the following may be considered: estimated useful life, maintenance costs, cost of supplies, labor intensity, energy usage, environmental impact, and residual value. The City reserves the right to use those or other applicable criteria, in its sole opinion that will most accurately estimate total cost of use and ownership.
- 3.11 BIDDING ITEMS WITH RECYCLED CONTENT:** In addressing environmental concerns, the City of Fort Lauderdale encourages Bidders to submit bids or alternate bids containing items with recycled content. When submitting bids containing items with recycled content, Bidder shall provide documentation adequate for the City to verify the recycled content. The City prefers packaging consisting of materials that are degradable or able to be recycled. When specifically stated in the ITB, the City may give preference to bids containing items manufactured with recycled material or packaging that is able to be recycled.
- 3.12 USE OF OTHER GOVERNMENTAL CONTRACTS:** The City reserves the right to reject any part or all of any bids received and utilize other available governmental contracts, if such action is in its best interest.
- 3.13 QUALIFICATIONS/INSPECTION:** Bids will only be considered from firms normally engaged in providing the types of commodities/services specified herein. The City reserves the right to inspect the Bidder's facilities, equipment, personnel, and organization at any time, or to take any other action necessary to determine Bidder's ability to perform. The Procurement Director reserves the right to reject bids where evidence or evaluation is determined to indicate inability to perform.
- 3.14 BID SURETY:** If Special Conditions require a bid security, it shall be submitted in the amount stated. A bid security can be in the form of a bid bond or cashiers check. Bid security will be returned to the unsuccessful bidders as soon as practicable after opening of bids. Bid security will be returned to the successful bidder after acceptance of the performance bond, if required; acceptance of insurance coverage, if required; and full execution of contract documents, if required; or conditions as stated in Special Conditions.
- 3.15 PUBLIC RECORDS/TRADE SECRETS/COPYRIGHT:** The Proposer's response to the RFP is a public record pursuant to Florida law, which is subject to disclosure by the City under the State of Florida Public Records Law, Florida Statutes Chapter 119.07 ("Public Records Law"). The City shall permit public access to all documents, papers, letters or other material submitted in connection with this RFP and the Contract to be executed for this RFP, subject to the provisions of Chapter 119.07 of the Florida Statutes.

Any language contained in the Proposer's response to the RFP purporting to require confidentiality of any portion of the Proposer's response to the RFP, except to the extent that certain information is in the City's opinion a Trade Secret pursuant to Florida law, shall be void. If a Proposer submits any documents or other information to the City which the Proposer claims is Trade Secret information and exempt from Florida Statutes Chapter 119.07 ("Public Records Laws"), the Proposer shall clearly designate that it is a Trade Secret and that it is asserting that the document or information is exempt. The Proposer must specifically identify the exemption being claimed under Florida Statutes 119.07. The City shall be the final arbiter of whether any information contained in the Proposer's response to the RFP constitutes a Trade Secret. The city's determination of whether an exemption applies shall be final, and the proposer agrees to defend, indemnify, and hold

harmless the city and the city's officers, employees, and agent, against any loss or damages incurred by any person or entity as a result of the city's treatment of records as public records. Proposals purporting to be subject to copyright protection in full or in part will be rejected.

EXCEPT FOR CLEARLY MARKED PORTIONS THAT ARE BONA FIDE TRADE SECRETS PURSUANT TO FLORIDA LAW, DO NOT MARK YOUR RESPONSE TO THE RFP AS PROPRIETARY OR CONFIDENTIAL. DO NOT MARK YOUR RESPONSE TO THE RFP OR ANY PART THEREOF AS COPYRIGHTED.

- 3.16 PROHIBITION OF INTEREST:** No contract will be awarded to a bidding firm who has City elected officials, officers or employees affiliated with it, unless the bidding firm has fully complied with current Florida State Statutes and City Ordinances relating to this issue. Bidders must disclose any such affiliation. Failure to disclose any such affiliation will result in disqualification of the Bidder and removal of the Bidder from the City's bidder lists and prohibition from engaging in any business with the City.

- 3.17 RESERVATIONS FOR AWARD AND REJECTION OF BIDS:** The City reserves the right to accept or reject any or all bids, part of bids, and to waive minor irregularities or variations to specifications contained in bids, and minor irregularities in the bidding process. The City also reserves the right to award the contract on a split order basis, lump sum basis, individual item basis, or such combination as shall best serve the interest of the City. The City reserves the right to make an award to the responsive and responsible bidder whose product or service meets the terms, conditions, and specifications of the ITB and whose bid is considered to best serve the City's interest. In determining the responsiveness of the offer and the responsibility of the Bidder, the following shall be considered when applicable: the ability, capacity and skill of the Bidder to perform as required; whether the Bidder can perform promptly, or within the time specified, without delay or interference; the character, integrity, reputation, judgment, experience and efficiency of the Bidder; the quality of past performance by the Bidder; the previous and existing compliance by the Bidder with related laws and ordinances; the sufficiency of the Bidder's financial resources; the availability, quality and adaptability of the Bidder's supplies or services to the required use; the ability of the Bidder to provide future maintenance, service or parts; the number and scope of conditions attached to the bid.

If the ITB provides for a contract trial period, the City reserves the right, in the event the selected bidder does not perform satisfactorily, to award a trial period to the next ranked bidder or to award a contract to the next ranked bidder, if that bidder has successfully provided services to the City in the past. This procedure to continue until a bidder is selected or the contract is re-bid, at the sole option of the City.

- 3.18 LEGAL REQUIREMENTS:** Applicable provisions of all federal, state, county laws, and local ordinances, rules and regulations, shall govern development, submittal and evaluation of all bids received in response hereto and shall govern any and all claims and disputes which may arise between person(s) submitting a bid response hereto and the City by and through its officers, employees and authorized representatives, or any other person, natural or otherwise; and lack of knowledge by any bidder shall not constitute a cognizable defense against the legal effect thereof.

- 3.19 BID PROTEST PROCEDURE: ANY PROPOSER OR BIDDER WHO IS NOT RECOMMENDED FOR AWARD OF A CONTRACT AND WHO ALLEGES A FAILURE BY THE CITY TO FOLLOW THE CITY'S PROCUREMENT ORDINANCE OR ANY APPLICABLE LAW MAY PROTEST TO THE DIRECTOR OF PROCUREMENT SERVICES DIVISION (DIRECTOR), BY DELIVERING A LETTER OF PROTEST TO THE DIRECTOR WITHIN FIVE (5) DAYS AFTER A NOTICE OF INTENT TO AWARD IS POSTED ON THE CITY'S WEB SITE AT THE FOLLOWING LINK: http://www.fortlauderdale.gov/purchasing/notices_of_intent.htm**

THE COMPLETE PROTEST ORDINANCE MAY BE FOUND ON THE CITY'S WEB SITE AT THE FOLLOWING LINK: <http://www.fortlauderdale.gov/purchasing/protestordinance.pdf>

PART IV BONDS AND INSURANCE

- 4.01 PERFORMANCE BOND:** If a performance bond is required in Special Conditions, the Contractor shall within fifteen (15) working days after notification of award, furnish to the City a Performance Bond, payable to the City of Fort Lauderdale, Florida, in the face amount specified in Special Conditions as surety for faithful performance under the terms and conditions of the contract. If the bond is on an annual coverage basis, renewal for each succeeding year shall be submitted to the City thirty (30) days prior to the termination date of the existing Performance Bond. The Performance Bond must be executed by a surety company of recognized standing, authorized to do business in the State of Florida and having a resident agent.

Acknowledgement and agreement is given by both parties that the amount herein set for the Performance Bond is not intended to be nor shall be deemed to be in the nature of liquidated damages nor is it intended to limit the liability of the Contractor to the City in the event of a material breach of this Agreement by the Contractor.

- 4.02 INSURANCE:** If the Contractor is required to go on to City property to perform work or services as a result of ITB award, the Contractor shall assume full responsibility and expense to obtain all necessary insurance as required by City or specified in Special Conditions.

The Contractor shall provide to the Procurement Services Division original certificates of coverage and receive notification of approval of those certificates by the City's Risk Manager prior to engaging in any activities under this contract. The Contractor's insurance is subject to the approval of the City's Risk Manager. The certificates must list the City as an ADDITIONAL INSURED for General Liability Insurance, and shall have no less than thirty (30) days written notice of cancellation or material change. Further modification of the insurance requirements may be made at the sole discretion of the City's Risk Manager if circumstances change or adequate protection of the City is not presented. Bidder, by submitting the bid, agrees to abide by such modifications.

PART V PURCHASE ORDER AND CONTRACT TERMS:

- 5.01 COMPLIANCE TO SPECIFICATIONS, LATE DELIVERIES/PENALTIES:** Items offered may be tested for compliance to bid specifications. Items delivered which do not conform to bid specifications may be rejected and returned at Contractor's expense. Any violation resulting in contract termination for cause or delivery of items not conforming to specifications, or late delivery may also result in:
- Bidders name being removed from the City's bidder's mailing list for a specified period and Bidder will not be recommended for any award during that period.
 - All City Departments being advised to refrain from doing business with the Bidder.
 - All other remedies in law or equity.

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- 5.02 ACCEPTANCE, CONDITION, AND PACKAGING:** The material delivered in response to ITB award shall remain the property of the Seller until a physical inspection is made and the material accepted to the satisfaction of the City. The material must comply fully with the terms of the ITB, be of the required quality, new, and the latest model. All containers shall be suitable for storage and shipment by common carrier, and all prices shall include standard commercial packaging. The City will not accept substitutes of any kind. Any substitutes or material not meeting specifications will be returned at the Bidder's expense. Payment will be made only after City receipt and acceptance of materials or services.
- 5.03 SAFETY STANDARDS:** All manufactured items and fabricated assemblies shall comply with applicable requirements of the Occupation Safety and Health Act of 1970 as amended, and be in compliance with Chapter 442, Florida Statutes. Any toxic substance listed in Section 38F-41.03 of the Florida Administrative Code delivered as a result of this order must be accompanied by a completed Material Safety Data Sheet (MSDS).
- 5.04 ASBESTOS STATEMENT:** All material supplied must be 100% asbestos free. Bidder, by virtue of bidding, certifies that if awarded any portion of the ITB the bidder will supply only material or equipment that is 100% asbestos free.
- 5.05 OTHER GOVERNMENTAL ENTITIES:** If the Bidder is awarded a contract as a result of this ITB, the bidder may, if the bidder has sufficient capacity or quantities available, provide to other governmental agencies, so requesting, the products or services awarded in accordance with the terms and conditions of the ITB and resulting contract. Prices shall be F.O.B. delivered to the requesting agency.
- 5.06 VERBAL INSTRUCTIONS PROCEDURE:** No negotiations, decisions, or actions shall be initiated or executed by the Contractor as a result of any discussions with any City employee. Only those communications which are in writing from an authorized City representative may be considered. Only written communications from Contractors, which are assigned by a person designated as authorized to bind the Contractor, will be recognized by the City as duly authorized expressions on behalf of Contractors.
- 5.07 INDEPENDENT CONTRACTOR:** The Contractor is an independent contractor under this Agreement. Personal services provided by the Proposer shall be by employees of the Contractor and subject to supervision by the Contractor, and not as officers, employees, or agents of the City. Personnel policies, tax responsibilities, social security, health insurance, employee benefits, procurement policies unless otherwise stated in this ITB, and other similar administrative procedures applicable to services rendered under this contract shall be those of the Contractor.
- 5.08 INDEMNITY/HOLD HARMLESS AGREEMENT:** The Contractor agrees to protect, defend, indemnify, and hold harmless the City of Fort Lauderdale and its officers, employees and agents from and against any and all losses, penalties, damages, settlements, claims, costs, charges for other expenses, or liabilities of every and any kind including attorneys fees, in connection with or arising directly or indirectly out of the work agreed to or performed by Contractor under the terms of any agreement that may arise due to the bidding process. Without limiting the foregoing, any and all such claims, suits, or other actions relating to personal injury, death, damage to property, defects in materials or workmanship, actual or alleged violations of any applicable Statute, ordinance, administrative order, rule or regulation, or decree of any court shall be included in the indemnity hereunder.
- 5.09 TERMINATION FOR CAUSE:** If, through any cause, the Contractor shall fail to fulfill in a timely and proper manner its obligations under this Agreement, or if the Contractor shall violate any of the provisions of this Agreement, the City may upon written notice to the Contractor terminate the right of the Contractor to proceed under this Agreement, or with such part or parts of the Agreement as to which there has been default, and may hold the Contractor liable for any damages caused to the City by reason of such default and termination. In the event of such termination, any completed services performed by the Contractor under this Agreement shall, at the option of the City, become the City's property and the Contractor shall be entitled to receive equitable compensation for any work completed to the satisfaction of the City. The Contractor, however, shall not be relieved of liability to the City for damages sustained by the City by reason of any breach of the Agreement by the Contractor, and the City may withhold any payments to the Contractor for the purpose of setoff until such time as the amount of damages due to the City from the Contractor can be determined.
- 5.10 TERMINATION FOR CONVENIENCE:** The City reserves the right, in its best interest as determined by the City, to cancel contract by giving written notice to the Contractor thirty (30) days prior to the effective date of such cancellation.
- 5.11 CANCELLATION FOR UNAPPROPRIATED FUNDS:** The obligation of the City for payment to a Contractor is limited to the availability of funds appropriated in a current fiscal period, and continuation of the contract into a subsequent fiscal period is subject to appropriation of funds, unless otherwise authorized by law.
- 5.12 RECORDS/AUDIT:** The Contractor shall maintain during the term of the contract all books of account, reports and records in accordance with generally accepted accounting practices and standards for records directly related to this contract. The Contractor agrees to make available to the City Auditor or designee, during normal business hours and in Broward, Miami-Dade or Palm Beach Counties, all books of account, reports and records relating to this contract should be retained for the duration of the contract and for three years after the final payment under this Agreement, or until all pending audits, investigations or litigation matters relating to the contract are closed, whichever is later.
- 5.13 PERMITS, TAXES, LICENSES:** The successful Contractor shall, at their own expense, obtain all necessary permits, pay all licenses, fees and taxes, required to comply with all local ordinances, state and federal laws, rules and regulations applicable to business to be carried out under this contract.
- 5.14 LAWS/ORDINANCES:** The Contractor shall observe and comply with all Federal, state, local and municipal laws, ordinances rules and regulations that would apply to this contract.
- 5.15 NON-DISCRIMINATION:** There shall be no discrimination as to race, sex, color, creed, age or national origin in the operations conducted under this contract.
- 5.16 UNUSUAL CIRCUMSTANCES:** If during a contract term where costs to the City are to remain firm or adjustments are restricted by a percentage or CPI cap, unusual circumstances that could not have been foreseen by either party of the contract occur, and those circumstances significantly affect the Contractor's cost in providing the required prior items or services, then the Contractor may request adjustments to the costs to the City to reflect the changed circumstances. The circumstances must be beyond the control of the Contractor, Form G-107 Rev. 10/13

and the requested adjustments must be fully documented. The City may, after examination, refuse to accept the adjusted costs if they are not properly documented, increases are considered to be excessive, or decreases are considered to be insufficient. In the event the City does not wish to accept the adjusted costs and the matter cannot be resolved to the satisfaction of the City, the City will reserve the following options:

1. The contract can be canceled by the City upon giving thirty (30) days written notice to the Contractor with no penalty to the City or Contractor. The Contractor shall fill all City requirements submitted to the Contractor until the termination date contained in the notice.
2. The City requires the Contractor to continue to provide the items and services at the firm fixed (non-adjusted) cost until the termination of the contract term then in effect.
3. If the City, in its interest and in its sole opinion, determines that the Contractor in a capricious manner attempted to use this section of the contract to relieve themselves of a legitimate obligation under the contract, and no unusual circumstances had occurred, the City reserves the right to take any and all action under law or equity. Such action shall include, but not be limited to, declaring the Contractor in default and disqualifying him for receiving any business from the City for a stated period of time.

If the City does agree to adjusted costs, these adjusted costs shall not be invoiced to the City until the Contractor receives notice in writing signed by a person authorized to bind the City in such matters.

- 5.17 ELIGIBILITY:** If applicable, the Contractor must first register with the Department of State of the State of Florida, in accordance with Florida State Statutes, prior to entering into a contract with the City.
- 5.18 PATENTS AND ROYALTIES:** The Contractor, without exception, shall indemnify and save harmless the City and its employees from liability of any nature and kind, including cost and expenses for or on account of any copyrighted, patented or un-patented invention, process, or article manufactured or used in the performance of the contract, including its use by the City. If the Contractor uses any design, device, or materials covered by letters, patent or copyright, it is mutually agreed and understood without exception that the bid prices shall include all royalties or costs arising from the use of such design, device, or materials in any way involved in the work.
- 5.19 ASSIGNMENT:** Contractor shall not transfer or assign the performance required by this ITB without the prior written consent of the City. Any award issued pursuant to this ITB, and the monies, which may become due hereunder, are not assignable except with the prior written approval of the City Commission or the City Manager or City Manager's designee, depending on original award approval.
- 5.20 LITIGATION VENUE:** The parties waive the privilege of venue and agree that all litigation between them in the state courts shall take place in Broward County, Florida and that all litigation between them in the federal courts shall take place in the Southern District in and for the State of Florida.
- 5.21 LOCATION OF UNDERGROUND FACILITIES:** If the Contractor, for the purpose of responding to this solicitation, requests the location of underground facilities through the Sunshine State One-Call of Florida, Inc. notification system or through any person or entity providing a facility locating service, and underground facilities are marked with paint, stakes or other markings within the City pursuant to such a request, then the Contractor, shall be deemed non-responsive to this solicitation in accordance with Section 2-184(5) of the City of Fort Lauderdale Code of Ordinances.
- 5.22 PUBLIC AGENCY CONTRACTS FOR SERVICES:** if applicable, for each public agency contract for services, Contractor is required to comply with F.S. 119.0701, which includes the following:
- a) Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service.
 - (b) Provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
 - (c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
 - (d) Meet all requirements for retaining public records and transfer, at no cost, to the public agency, all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.

LOCAL BUSINESS PREFERENCE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the local BUSINESS 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-12-04, Sec.2-199.2. A copy of the City of Fort Lauderdale current year Business Tax Receipt and a complete list of full-time employees and 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-12-04, Sec.2-199.2. A copy of the Business Tax Receipt or a complete list of full-time employees and 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-12-04, Sec.2-199.2. 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-12-04, Sec.2-199.2. 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-12-04, Sec.2-199.2. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

Business Name

(6) _____ is considered a **Class D** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. and does not qualify for Local Preference consideration.

Business Name

BIDDER'S COMPANY: _____

AUTHORIZED COMPANY PERSON: _____

NAME

SIGNATURE

DATE

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.

BID/PROPOSAL SIGNATURE PAGE

How to submit bids/proposals: Proposals must be submitted by hard copy only. It will be the sole responsibility of the Bidder to ensure that the bid reaches the City of Fort Lauderdale, City Hall, Procurement Services Division, Suite 619, 100 N. Andrews Avenue, Fort Lauderdale, FL 33301, prior to the bid opening date and time listed. Bids/proposals submitted by fax or email will NOT be accepted.

The below signed 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. 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.

Please Note: All fields below must be completed. If the field does not apply to you, please note N/A in that field.

Submitted by: _____
(signature) (date)

Name (printed) _____ Title: _____

Company: (Legal Registration) _____

CONTRACTOR, IF FOREIGN CORPORATION, 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/>).

Address: _____

City _____ State: _____ Zip _____

Telephone No. _____ FAX No. _____ Email: _____

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

Payment Terms (section 1.04): _____ Total Bid Discount (section 1.05): _____

Does your firm qualify for MBE or WBE status (section 1.09): MBE _____ WBE _____

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

Addendum No.

Date Issued

P-CARDS: Will your firm accept the City's Credit Card as payment for goods/services?

YES _____ NO _____

VARIANCES: State any variations to specifications, terms and conditions in the space provided below or reference in the space provided below all variances contained on other pages of bid, attachments or bid pages. No variations or exceptions by the Proposer will be deemed to be part of the bid submitted unless such variation or exception is listed and contained within the bid documents and referenced in the space provided below. If no statement is contained in the below space, it is hereby implied that your bid/proposal complies with the full scope of this solicitation. **HAVE YOU STATED ANY VARIANCES OR EXCEPTIONS BELOW? BIDDER MUST CLICK THE EXCEPTION LINK IF ANY VARIATION OR EXCEPTION IS TAKEN TO THE SPECIFICATIONS, TERMS AND CONDITIONS.** If this section does not apply to your bid, simply mark N/A in the section below.

Variances:

revised 11-29-11

Northwest-Progresso-Flagler Heights Community Redevelopment Agency



5-Year Program

October 2013

About the Program

The purpose of developing a 5-year program for the Northwest-Progresso-Flagler Heights Community Redevelopment Area is to create a transparent spending program tied to the objectives of the existing redevelopment plan.

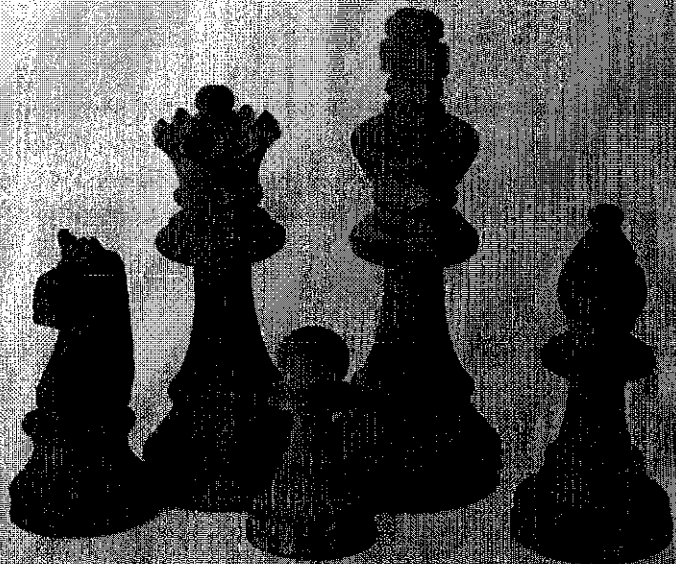
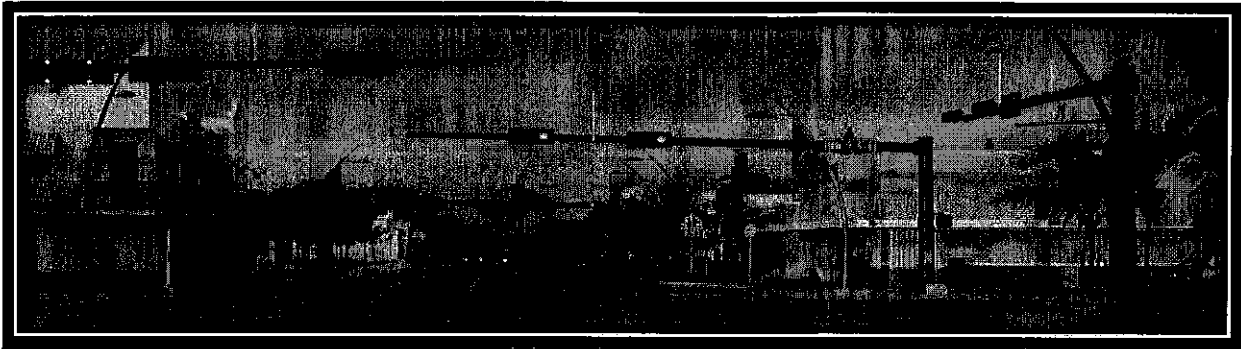


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INTRODUCTION

The Northwest-Progresso-Flagler Heights Community Redevelopment Agency (NPF CRA) was created in 1995 to eliminate slum and blighting conditions in the areas near downtown Fort Lauderdale and northwest Fort Lauderdale. The NPF CRA is a 30-year community redevelopment program set to expire in 2025.



Both the near downtown area and the northwest Fort Lauderdale district have been the focus of a number of studies and planning efforts since the 1960's. A variety of charrettes and workshops have been held to discuss community needs and help create a vision for the area to further refine and guide planning and development. Historical issues that have been identified throughout the entire redevelopment area include:

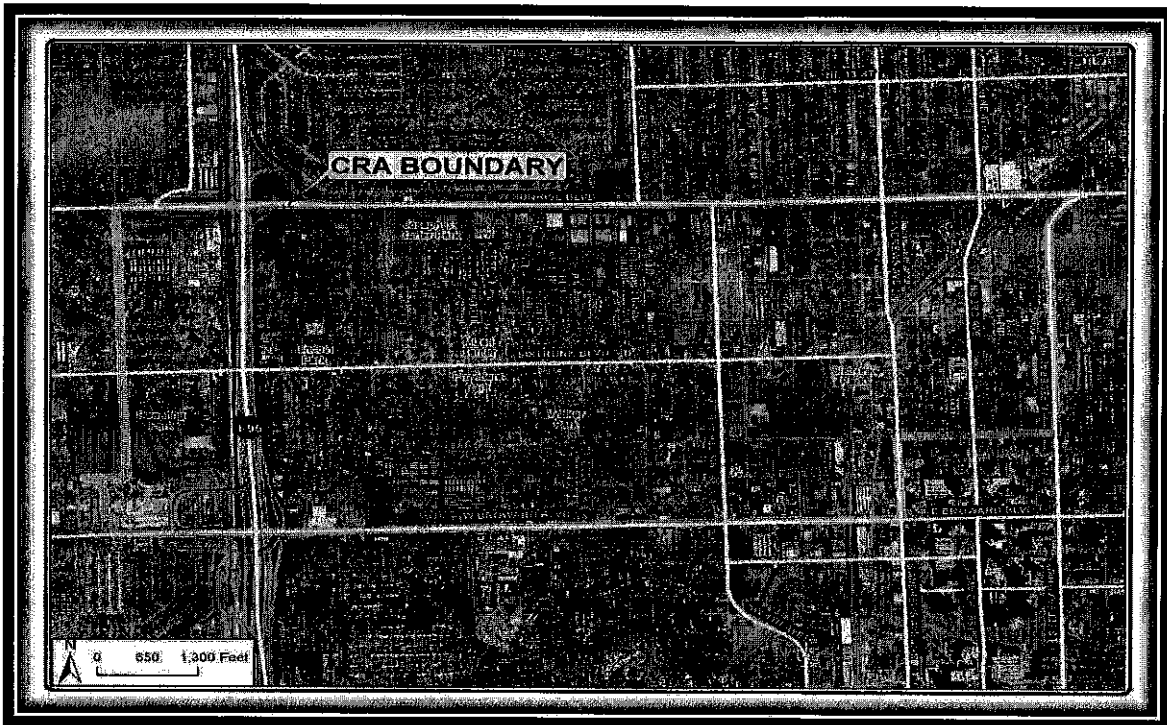
- Unemployment higher than the Broward County average;
- Lack of private capital investment;
- Need for improved development regulations;
- Lack of property maintenance;
- Deferment of maintenance by absentee owners; and
- The need for improved streetscapes



In large part since the NPF CRA was created in 1995, many of the issues identified above are being addressed through active project development or by regulatory enforcement. Several new businesses have opened and existing businesses have expanded and hundreds of new housing units have been constructed or rehabilitated throughout the redevelopment area. However, the benefits of redevelopment have not touched all sectors of the target area and there is still visual evidence of slum and blight that needs to be eradicated.

The development of a 5-year program for the NPF CRA will create a transparent and simple framework to prioritize our efforts and chart a course for success. The NPF CRA 5-Year Program developed outlines a clear vision and mission for the NPF CRA over the next 5-years. The program also includes a set of core strategic objectives and development goals that will maintain priorities and also utilize performance measurement to evaluate our progress.

PROGRAM FRAMEWORK



PROGRAM FRAMEWORK

Consistency with Other City Plans & Initiatives

The five-year plan has been created for the Northwest-Progresso-Flagler Heights Community Redevelopment area (NPF CRA) to provide a long-term sustainable development framework that will have immediate, short-term impacts on the target area and on the lives of the residents who live there. The intent of the NPF CRA Plan is consistent with the recently developed 2035 Vision Plan. The 2035 Vision Plan is an inspirational view of the future and what our community wants to become and is a fusion of the collective values and aspirations that have been expressed by a diverse cross-section of our neighbors. The NPF CRA redevelopment plan is also a key component in the success of the Business Development Cylinder of Excellence. The projects identified in the five-year program are in furtherance of the adopted redevelopment plan.



Vision Statement

The Northwest-Progresso-Flagler Heights Community Redevelopment area will be identified as a model tax increment funded redevelopment district in Broward County and a public-sector industry leader with regard to the utilization of tax increment resources in Broward County, the State of the Florida and the entire United States.



Strategic Objectives, Goals and Measurements

- Make changes to the Urban Land Development Regulations (ULDR) to eliminate obnoxious uses, make the parking requirements more compatible with development goals and eliminate inconsistencies in the project development review process by creating area-wide design guidelines and standards.
 - *Agency Goal – Create an environment where private and public sector investments in redevelopment projects area of high quality, sustainable and enhance the long-term viability of the area.*
 - *Measure – success related to this goal will be measured based on the business development scorecard initiative focused on making zoning changes to promote new business, develop design guidelines and standards unique for the redevelopment area.*
- Continue to promote home ownership opportunities by utilizing vacant, residential lots for in-fill housing.
 - *Agency Goal – increase the number of newly constructed or renovated housing units by 20%*
 - *Measure – success of this goal will be determined by the number of units constructed or rehabilitated each year*

- Aggressively pursue the redevelopment of all vacant properties at the intersection of Sistrunk Boulevard and NW 7th Avenue for large-scale development.

- *Agency Goal – To facilitate new development opportunities at all development sites at the intersection of Sistrunk and NW 7th Avenue.*
- *Measure – success of this goal will be measured based on the business development scorecard initiative focused on identifying and cultivating emerging business interest for specific geographic areas.*



- Target and attract specific businesses, retail users and industries to establish a presence in the redevelopment area and create jobs for area residents.

- *Agency Goal – Utilize NPF CRA resources to help create a minimum of 20 new jobs in the redevelopment area each year for the next 5 years.*



- *Measure – success will be determined by the number of new jobs directly created with NPF CRA assistance or a measure tied to the ECR Business Development Program.*

- Strategically redevelop all vacant, underutilized sites to be compatible with the overall vision of the CRA.

- *Agency Goal – Dispose of 20% of city-owned and CRA-owned properties within the NPF CRA each year.*

- *Measure – success to be measured by the number of properties disposed of with CRA Board or City*

Commission approval

- Invest in development projects that improve the overall quality of life, create job opportunities for area residents, promote sustainability, promote public/private partnerships, and enhance tax increment revenues for redistribution and investment in the redevelopment area.

- *Agency Goal – Commit up to 60% of annual tax increment revenue to capital and public incentive programs each fiscal year for projects*
- *Measure – success to be measured by the % of tax increment revenue committed each year on capital projects and incentive programs*



The NPF CRA will monitor and measure a return on these investments by annually observing a variety of economic indexes such as, per capita income, median household income, increases in total taxable value and increases in tax increment revenue.

FUNDING THE PROGRAM



FUNDING THE PROGRAM

5-Year Revenue Projection (FY 2014-2018)

The CRA was created to provide the City of Fort Lauderdale with the ability to use tax increment financing (TIF) to make investments in public infrastructure, such as streetscapes, parks, and parking, to support private development. TIF revenues have been the primary resource of revenue for operations and capital expenses for the NPF CRA. In the early years, the CRA used some funding from the Community Development Block Grant program, but funds from this source have become less available in recent years due to funding cuts at the federal program level.

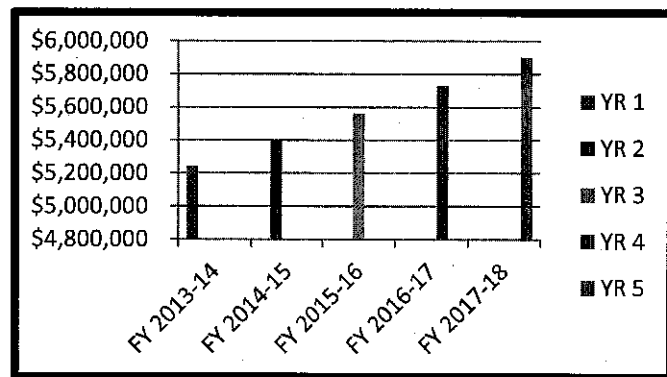
TIF revenues have been steady for the past few years and careful planning is needed should ensure that reserve funds are available to cover any shortfalls in operating or capital project budgets in future years.



service payment associated with this borrowing.

Tax increment revenue based on the June 1 projected FY 2013-14 property values resulted in a revenue estimate of \$5,242,800; the next 4 years of tax increment revenues are as follows (revenues increase by 3%). A chart illustrating the TIF growth trend has been provided below.

In 2004 the NPF CRA issued bonds in the amount of \$17,579,984 have allowed annual revenues to be complemented by providing much needed upfront funding for capital projects in Sweeting Estates, Dorsey Riverbend, Flagler Village and the Midtown Business District. The largest allocation of funding thru was utilized on the infrastructure improvements associated with narrowing Sistrunk Blvd from 4-lanes to 3-lanes. The 2004 Bonds will be retired in September 2013, relieving the NPF CRA of the annual debt



- FY 2014-15 - \$5,400,084
- FY 2015-16 - \$5,562,087
- FY 2016-17 - \$5,728,949
- FY 2017-18 - \$5,900,818

Altogether, the combined the NPF CRA revenue projected over the next five years, minus operating expenses of approximately \$2M per annum, is \$17,834,678. Based on the 3% annual incremental

increase NPF CRA is projected to generate approximately \$89M in tax increment revenue before the agency expires in 2025.

5-Year Spending Plan (FY 2014-2018)

Based on the project balances report development by the Finance Department dated April 2013 the NPF CRA has funding available in unencumbered projects and undesignated tax increment revenue.

Additionally, unspent funds are available after the retirement of the 2004A/B Bond funds, remaining CDBG funds from repayment to HUD, and monies recovered as a credit from the streetscape project. When combined with the expected revenues over the next five years, minus operating expenses, the budget for the next five years can be formed around a beginning balance of approximately \$25M.

Current Balances

Unencumbered TIF Project Balances	\$	2,732,787
Unappropriated TIF Trust Fund Balance	\$	2,022,745
2004A Bonds (Projects)	\$	732,785
2004B Bonds (Acquisitions & Demolitions)	\$	1,130,147
CDBG Line of Credit	\$	300,000
Sistrunk Project (Change Order & Release of Encumbrance)	\$	580,000
Available Funds (CIP/Expected Revenue FY 2014 to FY 2018)	\$	<u>17,834,678</u>

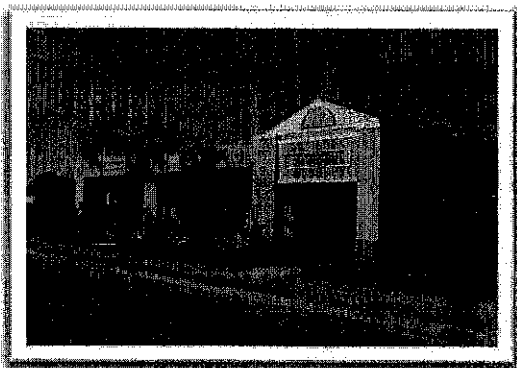
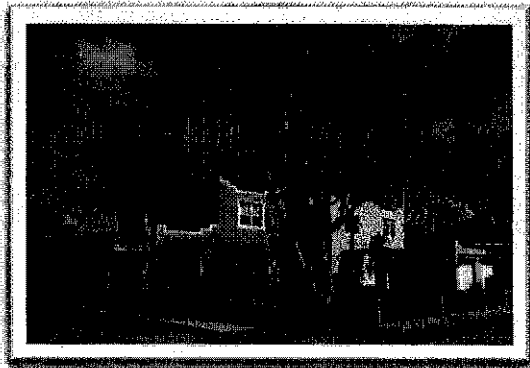
Beginning Balance	\$	25,333,141
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Potential/Proposed Projects

<u>Potential/Proposed Projects</u>	<u>Projected Expenditure</u>
The Pearl (Streetscape Grant) - Approved by CRA Board 8/20/13	\$ 451,707
NW Gardens II, III & IV (Streetscape Grant)	\$ 326,730
Henry Square <i>pending approval</i> (Street Grant)	\$ 450,000
Shoppes on Arts Avenue Phase I - Streetscape Grant/Phase II - Utility Line Relocation	\$ 600,000
Flagler Arts and Technology Village (F.A.T. Village) Streetscape Enhancements	\$ 600,000
Wireless Surveillance Cameras/Public Wireless Access Point (Wi-Fi) (4yrs of maint)	\$ 700,000
Carter Park Senior Center	\$ 2,000,000
Mizell Center Upgrades	\$ 1,000,000
NW 9th Avenue Enhancement Project	\$ 1,000,000
NW Neighborhood Enhancement Project (Phases II & III)	\$ 600,000
Progresso Village Enhancement Project	\$ 570,000
Wave Contribution	\$ 500,000
Sistrunk Lighting Upgrade	\$ 250,000
Sistrunk Enhancement - Phase II (Undergrounding Utilities) NW 7th Ave to Andrews Ave	\$ 750,000
Flagler Village Monument Sign/Street Sign Matching Funds	\$ 107,500
Sistrunk Corridor Business Development Initiative	\$ 7,000,000
Flagler Village Train Station Transit Oriented Development Program	\$ 7,000,000
Total Potential/Proposed Project Expenditures	\$ 23,905,937
Unprogrammed	\$ 1,427,204

The projects listed above are a list of known or anticipated commitments for NPF CRA funding for the near future. Further discussion with the NPF CRA Advisory Board and CRA Board is needed to discuss the allocation of remaining NPF CRA funds and offer a list of additional projects that should be the focus of a 5-year spending plan.

IMPLEMENTING THE PROGRAM



IMPLEMENTING THE PROGRAM

Economic and Community

Reinvestment Division

Organizational Structure & Benefit

The newly created Economic and Community Reinvestment Division includes the staff experience and expertise in a cross-section of disciplines that will enhance our ability to implement policy initiatives focused on community and economic development. The new division consists of Economic Development, Housing and Community Development and the Fort Lauderdale Community Redevelopment Agency. The 30 administrative and professional staff positions within these existing resources will provide the ability to efficiently delegate major projects and initiatives by assigning a lead project manager and using resources within the Department of Sustainable Development or as a joint effort with another city department. The distinctive legal and unique funding sources associated with each program will remain intact and no co-mingling of funds will occur under this arrangement. The benefit of the new organizational structure will permit a more collaborative internal approach to project management and resource allocation to get projects completed on-time.



Secondly, the management focus of the city with tools such as Clear Point and FLSTAT² provide the project management and measurement framework that will be utilized to track progress and dictate accountability.

Capital Projects - \$2,282,406

Streetscape Improvement Projects

- **The Pearl** - The Morgan Group, a Houston-based developer, proposes developing a seven-story, 330-unit rental building called The Pearl at Flagler Village. The total cost, including land, is \$70 million. Occupancy estimates in the summer of 2014. The streetscape improvements include new pedestrian-oriented sidewalks, lighting, landscaping, and on-street parking. The funding request is for \$451,707.
- **NW Gardens II & IV** - The Northwest Gardens II (128 units) and IV (128 units) projects are new apartment projects being constructed in the Durrs and Home Beautiful neighborhoods just north of the Sistrunk corridor between NW 10th Terrace, NW 8th Street, NW 7th Street, and NW 14th Avenue. In total, the Northwest Gardens II and IV projects will cause the construction of 266 additional units, consisting of units ranging from 1 to 5 bedrooms, with an overall capital investment of over \$57M. After Northwest Gardens II and IV are completed the overall impact of the development partnership between the Housing Authority of Fort Lauderdale and Carlisle Development within the City of Fort Lauderdale

will have resulted in the total reconstruction and renovation of 935 affordable multi-family housing units. The streetscape improvements include new pedestrian-oriented sidewalks, lighting, landscaping, and on-street parking. The funding request is for \$326,730.

- **Henry Square** - The Related Group, an award winning company well known in South Florida and Fort Lauderdale is constructing its Flagler Village footprint on 5.3 acres just north of The Pearl. The project will be constructed with a six-story concrete building wrapping a six-story concrete parking garage. The project will have nine unit types, which includes 30 studios, 105 one-bedrooms, 50 one-bedroom plus den, 177 two bedrooms and 28 three bedrooms, and approximately 25,000 square feet of retail space. The streetscape improvements include new pedestrian-oriented sidewalks, lighting, landscaping, and on-street parking. The funding request is anticipated for \$450,000.
- **Shoppes on Arts Avenue (Streetscape and FPL Overhead Utility Relocation)** – The Milton Jones Corporation, a local development company, has constructed the first phase of the Shoppes on Arts Avenue; a 35,190 square foot commercial shopping center at the intersection of Sistrunk and NW 7th Avenue. All of the major tenants, Save A Lot, Family Dollar and Bank of America, have opened at the plaza. Occupancy by these three tenants bring total shopping center occupancy to approximately 76% and leaves about 8,000 square feet of remaining space left for other tenants. The streetscape improvements included new pedestrian-oriented sidewalks, lighting, landscaping, and on-street parking. The streetscape funding reimbursement half of the amount spent by the developer - \$150,106. Phase II of the project, a mixed-use project, includes the relocation of an overhead utility line to assist with the development is estimated to be an additional \$400,000.
- **FAT Village Streetscape Enhancements** – In an effort to define the local art and creative industry that is growing within the NPF CRA staff proposes a number of improvements including new streetscape improvements designed to fit the character of the area and changing the name of NW 1st Ave between 5th and 6th Streets to "FAT Avenue".
- **Wireless Camera System and Public Wi-Fi** – Wireless camera and internet access point infrastructure is being proposed to provide a unique business development resource and bridge the digital divide for one of the most economically depressed areas within the City of Fort Lauderdale. It is anticipated that the installation of a wireless camera and public Wi-Fi system will have the ability to help promote city initiatives, similar to Channel 78, but may also provide a competitive advantage for business



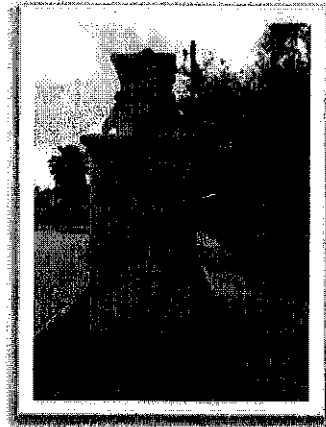
recruitment and retention. Estimated budget for this project is \$700,000

- **Carter Park Senior Center** – A new facility is proposed to be constructed on property acquired by the NPF CRA as a result of a land swap with the Fort Lauderdale Housing Authority. The new facility will be used to provide programs and services to senior residents within the City of Fort Lauderdale at a location that where the services can be leveraged with wellness facilities and parking at Carter Park. The estimated budget for this project is \$2M
- **Mizell Center Upgrades** – The Von D. Mizell Building is a 32,000 square foot city-owned building in the heart of the Sistrunk corridor. The site of the former Provident Hospital and a former Broward County library site, the Mizell Center was renovated by the City of Fort Lauderdale in 1980 and has been the home of the City of Fort Lauderdale Housing and Community Development Division, the Irma Hunter Wesley Child Care Center and local non-profit organizations such as the Fort Lauderdale Branch of the NAACP and Sickle Cell of Broward County. Current tenants include employees with the city's Parks and Recreation Department, the Sickle Cell and the Irma Wesley child care operation. The building is still used to host community meetings. Much of the building is vacant due to the relocation of the NAACP and Housing and Community Development. It is recommended that the building be re-purposed to be a part of the redevelopment plan for the Sistrunk corridor. Several interested private and non-profit entities have expressed interest in leasing the building that may bring more diverse programming and resources to the area. A preliminary building inspection by Public Works identified a number maintenance and life-safety issues that need to be addressed as a part of any re-use program. It is estimated that it will take approximately \$1M to make the needed repairs and modernize the building to be used as a resource in the redevelopment area.
- **NW 9th Avenue Enhancement Project** – The City and CRA have received an enhancement grant from the Broward Metropolitan Planning Organization to make improvements to NW 9th Avenue from Broward Blvd to Sistrunk Blvd. The estimated budget for the project is approximately \$2M; the NPF CRA has committed \$1M as the local match for the project.
- **NW Neighborhood Enhancement Project (Phases II & III)** - The City and CRA has received enhancement grants from the Broward Metropolitan Planning Organization to make improvements to the roadways in the Durrs and Home Beautiful neighborhoods. Two grants, totaling \$600,000 have been awarded and it estimated that it will cost \$600,000 to install the improvements. The NPF CRA has committed \$600,000 has the local match for the project.
- **Progresso Village Enhancement Project** - The City and CRA have received an enhancement grant from the Broward Metropolitan Planning Organization to make neighborhood improvements in the Progresso Village neighborhood. The grant award is for \$300,000 and the estimated budget for this project is in excess of the original projected budget of \$600,000; now the project costs are almost



\$1M. The project is currently being designed; the NPF CRA has committed \$300,000 to the project. CRA staff recommends utilizing another \$300,000 in NPF CRA funds and \$200,000 in storm water funds to support this project.

- **Sistrunk Lighting Upgrade - \$250,000** - City and CRA staff has received several comments and concerns about the level of illumination along the Sistrunk corridor from the new lighting that has been installed as part of the NE 6th/Sistrunk Blvd Streetscape project. It is recommended that we address these concerns by increasing the wattage of the existing street lights. The cost to raise the wattage of the existing street lights is projected to be approximately \$250,000.
- **Sistrunk Enhancement (Phase II – Undergrounding Utilities) – \$750,00** - Originally considered when the streetscape project was being discussed in the late 1990's, bury the overhead utility lines between NW 9th Ave and Andrews Avenue was removed from the project because the costs made the project budget out of reach based on the funding sources available at that time. The work involved should be coordinated with the utility line relocation associated with Phase II of the Milton Jones Development Project. Because the work will occur in the area between the curb and property line, construction is expected to have minimal impact on the newly constructed streetscape improvements.
- **Flagler Village Street Signs/Monument - \$132,000** - The Flagler Village Improvement Association (FVIA) has requested for the NPF CRA to provide the remaining matching funds needed to install decorative street signs at various locations throughout the neighborhood. The project has been partially funded as part of a Business Capital Improvement Program grant award and the FVIA have been working with the Department of Neighborhood Support on designing and installing the street signs. Staff projects \$132,000 in NPF CRA funds will utilized to install these improvements.



Business and Real Estate Development Programming (\$7M)

The NW CRA has utilized incentives through a variety of programs that were created back in 2001. A list of the available incentives includes;

- Commercial Façade Renovation Program
- Housing Investment Program
- Flagler Heights Strategic Investment Streetscape Program
- Midtown Strategic Investment Program
- Low-Interest Loan Program
- Business Relocation and Incentive Program
- Real Estate Investment Accelerator Program (Tax Rebate Program)



The objectives of the incentive programs need to be continuously reviewed and amended to ensure optimal return on investment and desired community impact. There is a need to reduce the number of existing incentive programs and provide a simpler menu of basic incentive programs to encourage private capital investment. The following four incentive programs and beginning funding balances are recommended to be utilized over the next 5 years;

- Commercial Façade Renovation Program - \$500,000
- Streetscape Grant Program - \$1.5M
- Tax Increment Projection (TIP) Rebate Program - \$500,000
- Property and Business Investment Program (PBIP) - \$4.5M

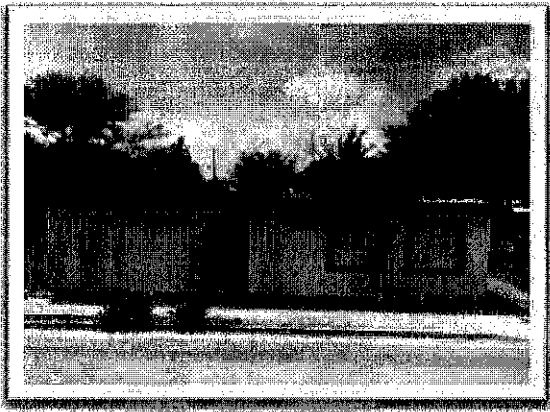


It is also recommended that we explore capitalizing two other initiatives; one is a small business loan fund, the other is an infill housing fund. The strategy behind developing and capitalizing the loan fund is to create a strategic partnership with local banks or investment resource organizations to use as leverage and reduce the risk of making NPF CRA funds available for loans focused on small business start-ups, working capital or machinery and equipment. The strategy behind capitalizing the infill housing fund is to provide a pool of funds that can be used to ensure that quality architectural design and the utilization of sustainable building practices are included in all future infill projects.

Additional public finance opportunities should continue to be part of the strategy to maximize the use of state and federal resources. The NW CRA should annually review its opportunities to seek special purpose grants and government loans such as:

- Federal, State and County Grant Programs for things such as neighborhood improvements, local streets, public space, and parking; and
- Community Development Block Grant and HUD 108 Loan
- State Enterprise Zone Program
- Florida Housing Finance Corporation and Broward County Housing Finance Authority
- Federal Home Loan Bank Economic Development & Growth Enhancement Program (EDGE Loan)

An annual appropriation of \$1.4M is recommended to be budgeted each year over the next 5 years to meet the \$7M budget established for this program.



Commercial Façade Renovation Grant Program - \$500,000

It is recommended that the existing Commercial Façade Renovation Grant Program be revised. The existing program caps the maximum façade grant at \$20,000 and limits this amount to the Sistrunk corridor. A \$7,500 façade grant is available for all other areas within the redevelopment district. In both cases the grants funds up to 80% of the costs of façade renovation program and is paid upon partial or total completion of the project.

It is further recommended that the façade program cap be increased **from \$20,000 to \$40,000** along the for the NE 6th Street/Sistrunk corridor; and **from \$7,500 to \$15,000** in other areas of the redevelopment district. All other program requirements would remain in place including but not limited to fund disbursement and final approval by city staff.

Streetscape Grant Program - \$1.5M

It is recommended that the existing Flagler Heights Strategic Streetscape program be simplified and revised. The streetscape program initially developed predicted that only large scale projects would be constructed in the Flagler Village area, however since 2005 there are significant developments that impacted the surrounding streets throughout the entire NPF CRA.

The Streetscape Grant Program proposed would provide a grant reimbursing developer for the public right-of-way improvements that include sustainable building practices, including LED lighting, environmentally sensitive landscaping materials, and other practices that are consistent with sustainability practices endorsed by the City of Fort Lauderdale. Applications must be submitted prior to starting construction to be considered for this grant opportunity. The maximum grant amount per application is recommended at \$500,000 – not to exceed 50% of the total costs of the streetscape improvements. The grant will be awarded based on demonstrated and verified project costs and applicability with sustainability standards. Projects that do generate tax increment revenue will be limited to a recommended grant of \$250,000 – not to exceed 40% of the total costs of the streetscape improvements.



Tax Increment Projection (TIP) Rebate Program - \$500,000

Sometime in redevelopment areas there are project that find it difficult to obtain financing or do not provide enough return on investment for the developer to execute a development plan. One method used commonly across the country in tax increment areas to help meet short-term capital project needs is to provide a rebate of tax increment revenue back to a developer based on

taxes paid for a number of years after the project is placed into service. This approach can be limited by the number of years or by a target repayment number but is acceptable to many developers because it provides a stream of payments to them that can be borrowed against to fill a project funding gap.

It is recommended that the former Redevelopment Accelerator Development Program be revised and be recast as a Tax Increment Projection Rebate Program. The program would limit rebates to five years and set a maximum rebate at 90% of the taxes paid with the rebate decreasing in 5% increments annually; the maximum rebate in year five would be 70% of the taxes paid. Only tax increment resources would be used for repayment.

Proposed Rebate Schedule

1. Year 1 – 95% of Taxes Rebated
2. Year 2 – 90% of Taxes Rebated
3. Year 3 – 85% of Taxes Rebated
4. Year 4 – 80 of Taxes Rebated
5. Year 5 – 75% of Taxes Rebated

Property and Business Investment Program - \$4.5M

Articles and professional advice offered by trade organizations such as the International Economic Development Council (IEDC) and in the trade publication Shopping Centers Today (SCT) identify the need for local government sponsored incentives to remain competitive for real estate development, business recruitment and job growth. Site selection decision-makers and entrepreneurs looking for the investment opportunities generally contact government officials and economic development organizations to inquire about the availability of incentives. Incentives are important piece of any redevelopment program because of the ability to provide a capital cushion or offer a well-coordinated regulatory approval process. Access to capital and well defined development rules can be accelerants for redevelopment, and we an incentive program that is fair, transparent and easily to understand is combined with a good regulatory process, the impact on the local economy can be exponential. When the proposed zoning amendments for the NW Regional Activity Center are combined with well-crafted financial incentives, development interest in the area is expected to explode.



Background

The Property and Business Investment Program is a financial incentive program that features a public sector real estate investment strategy that reducing the capital needs of viable projects and enhancing the tax base with quality projects. Utilizing a scoring matrix developed for a similar program used by the City of Durham, North Carolina the Property and Business Investment Program (PBIP) would be a competitively funded economic incentive program that would permit eligible property and business owners the opportunity to apply for funding from the NPF CRA.

The PBIP would permit funds to be used for interior and exterior improvements for mixed-use or commercial projects within the NPF CRA. The intent of the program is to encourage property owners and small business owners to consider new construction or undertake a substantial rehabilitation of their property; minor repairs or routine building maintenance is not eligible for funding under this program. The program will help property owners in the area recruit tenants to the area by enabling lease agreements that are financially feasible by providing an aggressive public investment program that will help make entrepreneurial opportunities financially feasible.



The primary goal of the incentive program is to position the 6th Street corridor within the NPF CRA as one of the prime commercial destinations within Fort Lauderdale. A secondary goal of the program is to support investment in the remainder of the redevelopment district.

Eligible Areas

The program will be available for properties within the NPF CRA. The two areas are categorized as primary and secondary areas.

- *Primary Area* - NE/NW 6th Street/Sistrunk corridor from Federal Highway to NW 19th Avenue.
- *Secondary Area* – Other legally zoned commercial corridors or properties within the NPF CRA

district. The secondary area would include NW 7th Avenue, NE 3rd Avenue, Andrews Avenue, Broward Boulevard and Sunrise Boulevard.

Preferred Uses

The 2008 NPF CRA Implementation Plan identified a list of uses that are in demand for the area such as;

- A neighborhood grocery store
- drug store



- clothing stores
- general merchandise stores (Dollar General, Family Dollar, Big Lots)
- Family-oriented restaurants.

It is further recommended that we target other businesses such as

- ice cream shops
- coffee shops
- newspaper/magazine stand
- destination retail
- art studios
- creative arts businesses
- micro-breweries; and
- professional services
- small theater for movies and live performances
- fish market



- fitness facility

Non-Permitted Uses

Liquor stores, convenience stores, pawn shops and gas stations were listed as being in overabundance in the 2008 Implementation Plan. Uses that are considered in over-supply and are not permitted in the zoning code are not eligible for funding.

Program Guidelines

An applicant for the PBIP incentive program may apply for funding in the Primary Area for the costs to construct, engineering, architectural design, interior and exterior improvements for an amount not to exceed \$200,000 or 40% of the total project capital investment, whichever is less.

Applications for sites in the Secondary Area may apply for funding in support of construction, engineering, architectural design, interior and exterior improvements for an amount not to exceed \$100,000 or 20% of the total project capital investment, whichever is less.

Applicants are encouraged to utilize industry recognized sustainable technologies as a part of their construction program.

A summary of eligible program expenses and other program highlights are outlined below:

- Eligible expenses - HVAC, Security, Plumbing, Electrical, Drywall, Painting, Framing, Flooring, Windows, Landscaping, Parking and Signage.

- Forgivable Loan - forgiven over a maximum of 7 years
- Projects must be completed no later than 14 months after CRA Board approval
- Funds would be secured by a subordinate mortgage on the property
- Leasing and re-leasing compliance or funds become payable as a traditional loan on the property
- Funds may be recaptured if property is sold or refinanced

Scoring criteria were established to objectively determine the merits of any application. Funding for applicants under the PBIP program will be provided until funds are no longer available. Once a score is established for each project the list of scores will be forwarded to the NPF CRA advisory board with a staff analysis for each application. The NPF CRA advisory board will review the applications, scores provided and staff analysis for each application and provide a recommendation for funding to the CRA Board. A third party will be hired to provide analysis related to financial viability and need for incentives. It is recommended that a project must have a minimum score of 70% to be considered for funding. It is further recommended that a score less than 100% of the points allowed will be awarded a proportional incentive amount with respect to the \$200,000 maximum award limit.

In an attempt to provide a fair and open process for this funding opportunity, applications will only be accepted in response to a public submittal process with a hard deadline. The deadline will allow staff, advisory board members and the CRA Board the opportunity to evaluate the submissions and award funding to applicants that are most ready to move forward. The CRA advisory board or another approved group may be designated as the evaluation committee. Upon approval of the PBIP program by the CRA Board a public notice announcing the program and the availability of funds will be placed in the local newspapers. Additionally, we will mail notices to all property owners on the 6th Street corridor, as well as, send notices to all of the business organizations and civic associations within Fort Lauderdale. The public notice will also establish an open and closing date for all PBIP applications. It is anticipated that the PBIP application period will be between 45 to 60 days from the date of the public notice.

Flagler Village Train Station Transit Oriented Development Program and WAVE Contribution - \$7M

The funding plan for the Fort Lauderdale WAVE project consists of the following pieces;

- Federal dollars specifically programmed for transit projects across the U.S.
- Specifically programmed State funds for mass transit projects across the State of Florida.
- Broward Metropolitan Planning Organization funds specifically programmed for transit projects in the County.
- Special assessment district of the benefitting property owners.
- A capital cash contribution from the City of Fort Lauderdale, City land donation for the Maintenance & Storage Facility, or a combination of both.

NPF CRA dollars are projected to be used as part of the capital contribution on behalf of the City of Fort Lauderdale. In order to make a contribution to the contribution the CRA Board will need to make a finding that the contribution is in furtherance of the CRA Plan. The value of the land contemplated to be donated may not generate enough value t It will have 10 stations reflective of the character of the specific area, which will be solar powered and will feature real time information (technology that communicates when the next vehicle will be arriving at the station) and informational kiosks displaying destinations/attractions in the downtown, as well as upcoming community events.



Each station will substantiate a significant public investment to encourage riders and help the transit option fit into the overall architectural and fit into the urban framework of downtown Fort Lauderdale. To meet the expectations of the downtown Fort Lauderdale community there will be streetscape improvements around the stations, to include pedestrian crosswalks, shade trees, lighting, and improved sidewalks. It is anticipated that NPF CRA funds would be utilized to fund a portion of these improvements and cover a portion of the capital cash contribution on behalf of the City of Fort Lauderdale. According to the WAVE project website, over 65% of the capital funding has been secured and 100% of the operational funding for the full 2.7 mile project.

The WAVE Streetcar route is 2.7 miles and approximately 0.744 miles of the system is within the boundary of the NPF CRA. The length of the system within the NPF CRA represents 27.6% of the entire length of the system, and can be quantified as the maximum amount of NPF CRA funds that can be contributed to the project. Depending on the value of the city property that is part of the contribution, it is assumed that a portion, not to exceed 27.6%, of the \$7M of NPF CRA funds can be identified utilized as part of the city's contribution and for the overall development of the transit hub area. An annual appropriation of \$1.4M is recommended to be budgeted each year over the next 5 years to meet the \$7M budget established for this program.

Other Key Initiatives

Development Services Consultants

To help implement many of the projects listed above that may require additional technical review CRA staff recommends entering into contracts with a pool of professionals for related professional development services. Consultants would be solicited to the purchasing rules of the City of Fort Lauderdale. The selected consultants would be available to the City of Fort Lauderdale and the Fort Lauderdale Community Redevelopment Agency ("CRA") is seeking proposals to provide services associated with business development and redevelopment projects: fiscal analysis, market analysis, pro forma analysis, marketing and public relations and related services on a continuing contract basis. The targeted projects and initiatives are expected to be associated with the City of Fort Lauderdale

Community Redevelopment Plan(s), and related Economic Development and Neighborhood Plans. Depending upon the qualifications of the firms, the City of Fort Lauderdale and the CRA would enter into contracts with up to five consultants for project development review services. Subject to approval by the City Commission and the CRA Board, the term of each contract with each firm may be for one three year term, with an option for up to three one year extensions, subject to annual budgeting and appropriations.

Depending upon the project, the consultants are anticipated to provide the following services:

- A. Financial Review and Analysis - Assist in evaluating proposed projects and responses to proposals in areas such as projected fiscal benefits, impacts of contingencies delineated by developer, impacts of phasing, reasonable certainty of development cash flow, "payback" schedule of public assistance (if any), analyze proposed financial structure, review developer's financial statements and pro forma, to help determine if the proposed project is economically feasible.
- B. Project Negotiation Review - Assist in negotiating Developer Agreements for proposed public/private partnerships, and assist in drafting/reviewing agreements to ensure project will achieve the development objectives for the City and CRA.
- C. Conduct Market Studies – Analyze the demand for planned commercial and residential projects, and identify uses that will be most marketable.
- D. Financing Options – Assist staff in calculating total property tax creation and tax increment financing ("TIF"), and other revenue projections. Additionally, the consultant may be asked to develop alternative financing options for the public sector commitments. The intent of these options is to allow staff to review all options for the financing instrument(s) and make sound recommendations that will support the strong financial reputations of the City and CRA without impacting future obligations for operating or capital funding.
- E. Retail and Business Recruitment – Assist city staff by utilizing market data, proprietary data, past business relationships, membership in trade organizations to facilitate the retail and general business recruitment for specific business uses and help encourage entrepreneurs to invest in areas targeted for development.
- F. Marketing and Public Relations – assist city staff in the development of specific marketing initiatives or campaigns focused around special events, projects, initiatives or programs in targeted development areas. A NPF CRA marketing strategy will highlight the entire redevelopment area benefits of the area to potential developers, residents, entrepreneurs and small business owners. An initial strategy would be to use existing market information to present data to highlight the untapped purchasing power that exists in an underserved market and explain why the CRA is good location to do business. Due to the diversity of the many neighborhoods and demographics information included in the NW CRA area, the marketing approach will include strategic and practical targeted approaches to take advantage of all the variety of hidden assets that the entire CRA has to offer.
- G. Other Services – Provide other services such as business plan writing/review, and other technical, analytical or financial review, as needed, in support of implementing the City of Fort Lauderdale Economic Development Strategy and Community Redevelopment Plan(s).

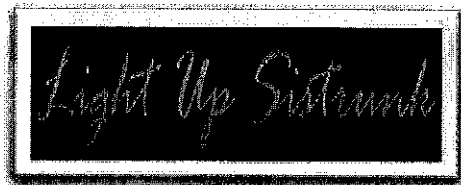
Cultural Development and Creation of an Arts District

The impact of the arts on the local economy is well documented and it is becoming even more apparent with the emergence of the F.A.T. Village as an Arts District in the heart of Fort Lauderdale. It is recommended that a strategic focus by the NPF CRA be placed on embracing the "creative class" by officially designating the F.A.T. Village area as an Arts District in Fort Lauderdale.

A recent national study of the nonprofit, arts and cultural industry by Americans for the Arts highlights the enormous impact of arts and culture on the U.S. economy. The study is considered to be the most comprehensive study of its kind ever conducted, and it provides a quantifiable economic impact of nonprofit arts and culture organizations and their audiences. Using findings from 182 regions, including various Florida cities and counties, an input-output economic model was created to deliver national estimates.

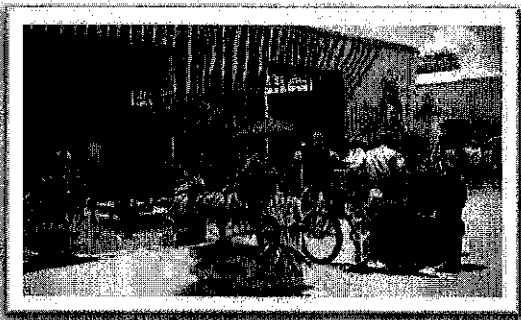
The study revealed the following findings:

- The arts industry generated \$135.2B of economic activity and \$61.1B was generated by the nation's nonprofit arts and culture organizations.
 - This economic activity supports 4.13 million full-time jobs and generates \$86.68 B in resident household income.
 - The arts and culture industry also generates \$22.3B in revenue to local, state, and federal governments every year a yield well beyond their collective \$4B in arts allocations.



Marketing

The NW CRA is in a unique, yet prime location within the City of Fort Lauderdale. The analysis conducted during the exploratory phase of the implementation plan has confirmed the untapped potential in creating linkages to the adjacent market areas and opportunities that border the target area. Since its inception the agency has used its funds strategically to market certain projects, programs or initiatives.

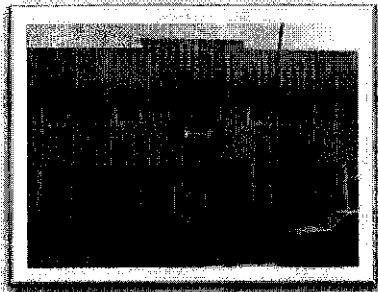
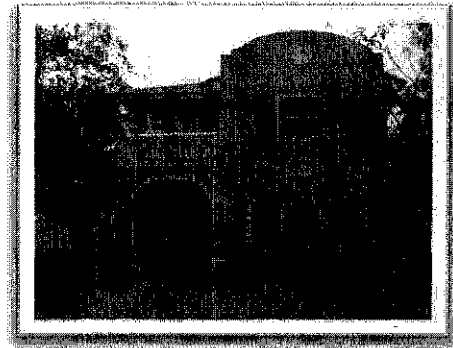


The utilization of CRA funds for marketing is specifically highlighted as an eligible use of redevelopment funds in the NPF CRA redevelopment plan. Over the past several years CRA marketing has consisted of a contribution to the Flagler Village marketing initiative, upgrades to the agency website, a revamped newsletter and increased signage to

highlight CRA development opportunities along the Sistrunk Blvd corridor.

CRA/City Property Disposition and In-Fill Housing Development

The City and CRA owns approximately fifty (50) developable residential and commercial sites within the NPF CRA district. The city-owned properties primarily consist of vacant, residential properties scattered throughout the redevelopment area. The NPF CRA owned properties primarily consist of vacant properties fronting or adjacent to the Sistrunk corridor. It is recommended that the City and CRA aggressively dispose of properties within the redevelopment area that can be immediately utilized to facilitate home ownership opportunities, private investment, job creation, business development and enhance the tax base. In some instances the opportunity to dispose of property and goals of the redevelopment program may require a discussion by the City Commission to determine how to resolve these types of public policy issues.



The advancement of these two activities should come with the appropriate direction to encourage redevelopment projects that are consistent with the goals of the NPF CRA. The projects must be consistent with the existing NPF CRA plan and the zoning code revisions being developed for the Northwest Regional Activity Center that will address permitted uses, design guidelines – including height and density, and expedited regulatory review.

Until the zoning code revisions are adopted, it is also recommended that the disposition of any publicly-owned land within the NPF CRA be subject to a review that the project is consistent with the proposed permitted uses and design guidelines currently under discussion.

Question and Answers for Bid #745-11329 - Marketing, Branding and Public Relations Services

OVERALL BID QUESTIONS

There are no questions associated with this bid. If you would like to submit a question, please click on the "Create New Question" button below.

City of Ft. Lauderdale
Procurement Services Division, Room 619
City Hall
100 North Andrews Avenue • Ft. Lauderdale, FL 33301

Marketing, Branding and Public Relations Services RFP #745-11329



Submitted by

Upscale Events by Mosaic, LLC d.b.a. The Mosaic Group

Ann Marie Sorrell, President & CEO
405 N. Avenue of the Arts
Ft. Lauderdale, FL 33311
(954) 522-2290
www.upscalebymosaic.com

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BID/PROPOSAL SIGNATURE PAGE

How to submit bids/proposals: Proposals must be submitted by hard copy only. It will be the sole responsibility of the Bidder to ensure that the bid reaches the City of Fort Lauderdale, City Hall, Procurement Services Division, Suite 619, 100 N. Andrews Avenue, Fort Lauderdale, FL 33301, prior to the bid opening date and time listed. Bids/proposals submitted by fax or email will NOT be accepted.

The below signed 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. 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.

Please Note: All fields below must be completed. If the field does not apply to you, please note N/A in that field.

Submitted by: _____
(signature) (date)

Name: Ann Marie Sorrell Title: President & CEO

Company: (Legal Registration) Upscale Events by Mosaic, LLC dba The Mosaic Group

CONTRACTOR, IF FOREIGN CORPORATION, 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/>).

Address: 405 N Avenue of the Arts (NW 7th Avenue)

City: Ft. Lauderdale State: FL Zip: 33311

Telephone No.: (954) 522-2290 FAX No.: _____ Email: asorrell@upscalebymosaic.com

Delivery: Calendar days after receipt of Purchase Order (section 1.02 of General Conditions): 30 days

Payment Terms (section 1.04): 45 days Total Bid Discount (section 1.05): 2% net 30

Does your firm qualify for MBE or WBE status (section 1.09): MBE X WBE X

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

Addendum No.	Date Issued
Addendum No. 1	April 1, 2014 2:41pm

P-CARDS: Will your firm accept the City's Credit Card as payment for goods/services?

YES X NO _____

VARIANCES: State any variations to specifications, terms and conditions in the space provided below or reference in the space provided below all variances contained on other pages of bid, attachments or bid pages. No variations or exceptions by the Proposer will be deemed to be part of the bid submitted unless such variation or exception is listed and contained within the bid documents and referenced in the space provided below. If no statement is contained in the below space, it is hereby implied that your bid/proposal complies with the full scope of this solicitation. **HAVE YOU STATED ANY VARIANCES OR EXCEPTIONS BELOW? BIDDER MUST CLICK THE EXCEPTION LINK IF ANY VARIATION OR EXCEPTION IS TAKEN TO THE SPECIFICATIONS, TERMS AND CONDITIONS.** If this section does not apply to your bid, simply mark N/A in the section below.

Variances:

revised 11-29-11

2

COST PROPOSAL

Cost to the City: Contractor must quote firm, fixed, annual rate for all services identified in this request for proposal. This firm fixed annual rate includes any costs for travel to the City. No other costs will be accepted. This firm fixed annual rate will be the same for the initial contract period.

Failure to use the City's COST PROPOSAL Page and provide costs as requested in this RFP, may deem your proposal non-responsive.

TOTAL ANNUAL FIRM FIXED FEE (INITIAL CONTRACT PERIOD): \$247,500 /Annually

PROJECT DELIVERABLE: **Project Management**

ESTIMATED HOURS: 300

COST: \$37,500

PROJECT DELIVERABLE: **Creative**

ESTIMATED HOURS: 300

COST: \$37,500

PROJECT DELIVERABLE: **Public Relations**

ESTIMATED HOURS: 250

COST: \$31,250

PROJECT DELIVERABLE: **Content Development**

ESTIMATED HOURS: 50

COST: \$6,250

PROJECT DELIVERABLE: **Interactive Web**

ESTIMATED HOURS: 200

COST: \$25,000

PROJECT DELIVERABLE: **Social Media Marketing**

ESTIMATED HOURS: 100

COST: \$12,500

PROJECT DELIVERABLE: **Community Outreach**

ESTIMATED HOURS: 200

COST: \$25,000

PROJECT DELIVERABLE: **Consulting**

ESTIMATED HOURS: 100

COST: \$12,500

PROJECT DELIVERABLE: **Team Strategic Marketing Development**

ESTIMATED HOURS: 400

COST: \$50,000

PROJECT DELIVERABLE: **Administrative/In-Direct**

ESTIMATED HOURS: 80

COST: \$10,000

GRAND TOTAL: \$247,500

3

REQUIRED DOCUMENTS

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.

LOCAL BUSINESS PREFERENCE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the local BUSINESS 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-12-04, Sec.2-199.2. A copy of the City of Fort Lauderdale current year Business Tax Receipt **and** a complete list of full-time employees and 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-12-04, Sec.2-199.2. A copy of the Business Tax Receipt **or** a complete list of full-time employees and 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-12-04, Sec.2-199.2. 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-12-04, Sec.2-199.2. 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-12-04, Sec.2-199.2. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

Business Name

6. is considered a **Class D** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. and does not qualify for Local Preference consideration.

Business Name

BIDDER'S COMPANY: Upscale Events by Mosaic LLC, dba The Mosaic Group

AUTHORIZED COMPANY PERSON: Ann Marie Sorrell 4/7/2014

NAME

SIGNATURE

DATE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
04/02/14

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 Mckinley Financial Services 545 North Andrews Avenue Ft. Lauderdale, FL 33301 Phone (954) 938-2685 Fax (954) 938-2695	CONTACT NAME: PHONE (A/C, No, Ext): (954) 938-2685 FAX (A/C, No): (954) 938-2695 E-MAIL: jimdrake@mckinleyinsurance.com ADDRESS: INSURER(S) AFFORDING COVERAGE INSURER A: Scottsdale Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
INSURED Upscale Events by Mosiac dba The Mosiac Goup 2930 Okeechobee Blvd #205 Palm Beach Gardens, FL 33410 561-531-4046	NAIC #

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	ADD. INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	N		CPS1843826	07/27/2013	07/27/2014	EACH OCCURRENCE \$ 1,000,000.00 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000.00 MED EXP (Any one person) \$ 5,000.00 PERSONAL & ADV INJURY \$ 1,000,000.00 GENERAL AGGREGATE \$ 2,000,000.00 PRODUCTS - COM/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/>						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y/N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Special Events

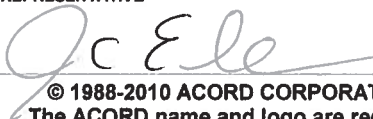
CERTIFICATE HOLDER

CANCELLATION

TO WHOM IT MAY CONCERN

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



City of Ft. Lauderdale
Procurement Services Division, Room 619
City Hall
100 North Andrews Avenue
Ft. Lauderdale, FL 33301

April 7, 2014

Re: RFP #745-11329| Marketing, Branding and Public Relations Services

Dear Procurement Officer:

We are pleased to submit our letter of interest to offer Marketing, Branding and Public Relations services for the City of Ft. Lauderdale's Northwest-Progresso-Flagler Heights Community Redevelopment Agency (NPF CRA). We understand your needs and bring a tremendous amount of experience in branding, marketing strategies, media campaigns, advertising, public involvement, and government relations.

The Mosaic Group and its team Moetiv8 Marketing, Inc. and MediumFour are Broward County, women-owned and minority firms respectively. Our multi-cultural team has the experience and background to serve the diverse makeup of the City of Ft. Lauderdale Northwest-Progresso-Flagler Heights region. The Mosaic Group is a full service marketing, public relations, events management, and government relations firm with offices in Ft. Lauderdale and West Palm Beach, Florida. Our team has over 160 years of combined experience. Mosaic was incorporated in 2005 and has served over 100 clients locally, regionally, and globally.

Team Leader/Project Manager, Ann Marie Sorrell has more than ten years' experience in branding, marketing, public relations and event production. She is the President & CEO of The Mosaic Group, a South Florida based M/W/SBE marketing and public relations firm where she has managed more than 100 campaigns and clients ranging from budgets of \$10,000 to \$1 million.

Deputy Project Manager, Valerie Snow, a Broward County resident and business owner, has more than 19 years experience in creative, advertising, branding, strategic marketing. She is the President and Chief Creative Officer of Moetiv8 Marketing, Inc. Valerie has served as brand manager and account executive for some of the leading brands in tourism and hospitality across North America and the Caribbean, as well as several local government and Community Redevelopment Agencies including the City of Hollywood Beach CRA and the City of Hallandale Beach CRA.

Our team also includes the following members:

Creative Director, Michael Hall, a Broward County resident and business owner has more than 15 years of graphic design experience and 12 years of marketing experience. He is a Managing Partner and Marketing Director for MediumFour and has experienced every aspect of the industry from corporate to agency to nonprofit as well as magazine and print experience. Michael has created a process termed "Brand Psychology" which ensures that client projects transcend designs that are simply visually pleasing, but will be remembered and positively resonate with an organization's target market.

Community Outreach Director, Kathy Eggleston boasts a 25-year career in corporate communications and philanthropy helping businesses to succeed by empowering their people and strengthening their communities. She became a leading force in the redevelopment of midtown Ft. Lauderdale as co-founder of Avenue of the Arts Executive Suites, a prime office space designed to help small businesses and professional practices grow more business in South Florida. For this and her two-decade record of launching community projects that sustain themselves over time, in 2011 she was honored by Leadership Broward as Leader of the Year and “Avenue Executive” was named the City of Fort Lauderdale’s best low-rise commercial renovation of the year.

Economic & Business Development Consultant, Paul White began his career in city management at the age of 26 and now has over twenty years of experience in executive positions. Mr. White has served in key executive positions in communities with populations in excess of 300,000 and has served as the Chief Executive in Gainesville, Florida; Assistant City Manager for the City of Riviera Beach; has led major economic development efforts in Cincinnati, Ohio and Atlanta, Georgia; and has served as the interim Community Development Officer for the Riviera Beach Community Redevelopment Agency.

Our team has provided local, regional, statewide, and national marketing and media campaigns for clients including City of Hallandale Beach, City of Miami Gardens, City of Lauderhill, City of West Park, City of West Palm Beach, South Florida Water Management District, Florida Department of Environmental Protection, and more. Our team also has CRA staff/management experience with Gainesville, CRA and the Riviera Beach, Florida CRA. In addition, it is no secret that our frontline team has direct access to media outlets locally, throughout the state and nationally—allowing a more hands-on approach to organize, inform, and engage. We blend in and we can stand out! The Mosaic team understands the sensitivity of providing the Ft. Lauderdale residences and the business community with timely information regarding initiatives, events and activities. We believe our team encompasses the knowledge, experience, creativity, and innovation necessary to meet your objectives and exceed your expectations efficiently and effectively.

Thank you for the opportunity to win your business. We look forward to working with your team to provide seamless solutions. Feel free to contact me directly at (561) 531-4046 or asorrell@upscalebymosaic.com.

Ann Marie Sorrell

President & CEO

The Mosaic Group

A CAPABILITY & APPROACH

Lead Company Information:**UPSCALE EVENTS BY MOSAIC, LLC D.B.A. THE MOSAIC GROUP****Fort Lauderdale Office**

405 N. Avenue of the Arts (NW 7th Avenue)
Ft. Lauderdale, FL 33311
(954) 522-2290 • Office

West Palm Beach Office

2930 Okeechobee Blvd. Ste 207
West Palm Beach, FL 33409
(561) 290-6739 • Office / (866) 711-0987 • Fax

Website: www.upscalebymosaic.com

FED ID: 20-3345305

Incorporated: August 22, 2005

Primary Contact Person:

Ann Marie Sorrell / Project Manager
(561) 531-4046 • Mobile
asorrell@upscalebymosaic.com

Secondary Contact Person:

Valerie Snow / Deputy Project Manager
(954) 993-3293 • Mobile
valerie@moetiv8.com

Additional Team Members:

Kathy Eggleston, Community Outreach Director
Dante' Fillyau, Web Developer
Michael Hall, Creative Director
Alvin Jackson, Business & Workforce Development Consultant
Sophia Nelson, Public Relations Manager
Latoya Stirrup, Digital-Media Manager
Paul White, Economic & Business Development Consultant

Core Competencies

- Marketing
- Government Relations
- Multicultural & Grassroots Outreach
- Public Relations
- Event Management
- Digital Media
- Community Engagement

Awards & Honors

Business Matchmaker Small Business Advocate of the Year
South Florida Business Leader Women Extraordinaire

MISSION CAPABILITY & AGENCY OVERVIEW

The Mosaic Group is Your Visibility team!

The Mosaic Group is a full service public relations/involvement, marketing and government relations firm based in South Florida. Mosaic is comprised of a strategic team of experienced, well-connected and creative individuals. Everything we do is driven by our tag line, Your Visibility Team.

Our mission is to build credibility and increase visibility for our clients. We strive to provide the highest quality of customer care and innovative solutions.

Mosaic and its partners Moetiv8 and MediumFour work with a diverse array of government agencies, non-profits and businesses in numerous industries throughout the country. We have over 160 years of combined experience, and serve our clients with a unique approach of combining traditional marketing, advertising, and public relations with new media, grassroots community outreach, reputation management, crisis communications, public information, issues management and advanced technology. We know how to bring messages to a resident's doorstep or stakeholder's attention. Our expertise with diverse markets gives our clients access to important minority consumers with the right media and the right message.

What separates us from our competition is simple: we provide the total solution, a one-stop-shopping experience. We advise, direct, consult, plan, manage, organize, create, and coordinate ... we make it all happen, the way you want it to happen, efficiently, effectively and successfully. Our business is to make your job easier. This personal attention ensures that everything runs smoothly, with our capabilities limited only by your imagination and budget.

Whether you need a marketing department or just an extension of your team, partnering with The Mosaic Group will provide a unique, out-of-the-box experience that will ensure convenience, efficiency and consistency while helping your organization achieve its financial and visibility goals. We would welcome the opportunity to provide this service to you.

OUR SERVICES

The Mosaic Group has produced a wide variety of creative services for its 100+ list of satisfied clients. Our services include the following:

PUBLIC RELATIONS

An energetic and dynamic team of PR practitioners is committed to helping clients maintain goodwill with their customer base and obtain the publicity they need to soar to the next level. Some of the many services offered include:

- **Media Stories & Articles**

We have the right stuff! From media releases to feature stories, to articles and editorials, we develop exciting newsworthy promotional information for the electronic and print media in order to garner publicity in your targeted audience.

- **Community Outreach**

We know and speak to the community like no one else. From grassroots organizations and civic groups to public opinion leaders and elected officials, to target niche groups, we provide a direct hit to penetrate your message in specific communities.

- **Publicity**

We go public with publicity! We serve as your publicist, outline your promotional campaign, represent you at meetings, and enhance your image to the public and private sector like no one else can.

- **Diversity Training**

We are dynamic with diversity! We organize and lead interactive diversity training workshops designed to meet the needs of client multicultural audiences and staff.

MEDIA RELATIONS

The media relations team works closely with public relations and handles writing initiatives as well. Competent and dependable, they strive to help clients establish good media relations, and position them to obtain the best and optimal coverage possible. Some of the many services offered include:

- **Media Kits**

We use the right way to promote you every day! We write and develop both print and electronic media kits consisting of news releases, fact sheets, corporate and management bios and more, to help you engage and capture the media's attention.

- **Media Distribution**

We distribute the news the media can use! We use our state-of-the-art distribution methods to distribute your news releases and information to print and electronic media.

- **Media Pitching**

We pitch without a hitch! We follow up with the media after sending your information with promising pitches that are sure to result in print, radio and/or TV media coverage.

MARKETING

The marketing team is the link between Mosaic and its prospects and clients. Every day, a talented team of creative marketing professionals work diligently to brand clients in the hearts and minds of their target audiences, using strategic sales and marketing techniques. Some of the many services offered include:

- **Brand Marketing**

Image is everything. We use a number of marketing techniques to brand you in the hearts and minds of your target audience.

- **Creative Taglines and Slogans**

We're sensational at developing slogans! We brainstorm on potential taglines that will help you obtain top of mind awareness among your target audience.

- **Marketing Plans**

We plan it out like no one else! We develop comprehensive marketing plans outlining creative strategies and timelines to help you reach your goals and objectives.

- **Contract Development**

We develop contracts that make an impact! Our creative team works cohesively to develop a winning proposal that will make a dynamic first and lasting impression.

- **Creative Copywriting**

We write to excite! We develop copy for newsletters, brochures, flyers, websites, etc. for a wealth of promotional campaigns.

- **Surveys**

We develop surveys with quality, substance and style! We help implement your campaign and project with print and electronic surveys and questionnaires designed to obtain effective results that provide a dynamic impact.

- **Special Promotions**

We put our team in motion to help you get promotion! We know that promotion is the best way to get noticed! So, we promote you, your group and/or organization for the optimum and best coverage in local, regional, or national markets.

ADVERTISING

The advertising team goes above and beyond the call of duty to help you gain the visibility you need! Some of the many services offered include:

- **Print Advertising**

We create ad-citement! It is our business to create, design, and place eye-catching ads as part of our comprehensive marketing campaign that seeks to develop, enhance and maximize exposure for you, your services and events.

- **Radio Advertising**

We create sound campaigns! Our creative team writes and develops exciting radio scripts, commercials and jingles that can be heard on radio stations nationwide.

- **Television Advertising**

We believe that seeing is believing! We write, create and develop exciting TV scripts for videos and commercials that can be seen nationwide.

- **Focus Groups and Testing**

We focus on your needs to make the difference of a lifetime! We plan, conduct, lead, and implement small and large focus group sessions to test our award winning advertising campaigns among various target audiences. We even have a focus group room in our corporate facility!

- **Media Buying**

We can help you buy ad space in just about every place! The Mosaic Group has the media buy experience and the staff to make your media campaign not only the most cost-efficient, but one that is heard and seen by the people you want to reach. With our strategies and contacts, we generate the most impressions and points possible within your budget.

GRAPHIC DESIGN

A creative team of professionals work cohesively to develop fresh and cutting edge campaigns using state of the art Macintosh computers and creative software, including Adobe PhotoShop, Illustrator, MacroMedia Flash, and much more. Some of the many services offered include:

- **Corporate Logos**

Our logos are always a go! We develop creative and dynamic logos that help your target audience to immediately identify your organization.

- **Collateral Development**

We let your design shine! We create and develop letterhead with your selected logo, brochures, newsletters and special publications that will help your organization shine!

- **Print Ads**

We develop ads that are meant to be in print! We create, layout and design print ads that will make a lasting impression.

- **Signage**

We keep up with the signs of the time! We develop signs (both promotional and directional), banners and creative products in order to get your target audience to notice your service, organization or program.

MULTIMEDIA DESIGN

Our creative multimedia team is ready to tackle any project of any size. Some of the many services offered include:

- **Flash Presentations**

We design PowerPoint and multimedia presentations in a flash! Whether you want us to add graphic and visual images or sound effects, we can handle any task you ask.

- **Interactive Kiosks**

We provide education through innovation! We create and develop digital kiosks, self-contained products, which can serve as powerful informational tools.

- **Interactive CDs**

We make developing interactive CDs as easy as A-B-C-D! We handle everything from graphic design to label creation to file downloading.

WEB-BASED DESIGN

An innovative team works diligently to design and implement Internet-friendly and totally cool web-based products. Some of the many services offered include:

- **Website Development**

We create websites that are out of site! We create interactive websites with visionary designs, animation, and graphic images. From a homepage to other web products, our creative websites are innovative and user-friendly.

- **Electronic Newsletters**

We design electronic newsletters that are electric! We develop creative and customized newsletters that can be delivered to your target audience subscribers automatically via e-mail.

- **Screensavers**

We save the day with our dynamic screensavers! We develop high quality and animated images for your desktop.

OUR APPROACH TO PUBLIC RELATIONS & MARKETING PROGRAMS

We take a client focused, team centric approach to providing services. As such, the needs of our clients take center stage and we focus on getting things done. Team members with specialized skills are utilized to complete specific scopes of work - whether it is creative design, events management, public relations, community outreach or media buying – our team centric approach allows us to deliver on budget and surpass our client's expectations.

In an effort to “get it done” for our Clients, the Mosaic team is committed to working smart and working hard. Our four point operational process ensures that we meet and exceed our client's expectations on time and on budget.

Understand & Define

During this phase, your account manager will work with you to learn about your vision, your organization's positioning, and your needs. We will then create an action plan that uses sound marketing principles, while working within the confines of your budget.

Develop Campaign

Next, your Mosaic team will create a campaign and/or plan of action and with feedback from you will test and refine the campaign/plan.

Campaign Testing & Evaluation

We know how critical stakeholder buy-in is for our public affairs clients. Therefore our pre-testing efforts may include conducting focus groups and interviews to obtain feedback and buy in from community residents.

Campaign Launch

Once all aspects of project development have been covered, we will complete the final product and launch the campaign. We will also keep an open line of communication with you after implementation to ensure positive results and overall customer satisfaction.

PROVEN EXPERIENCE & QUALIFICATIONS

The Mosaic Group and its' partners, has a wealth of experience in creating, planning and executing public relations and marketing campaigns on a local, statewide, national and international level, as cited below:

ENTITY: New England Development

PROJECT: Marketing, Community Outreach, Public Relations for the Palm Beach Outlets Development Project.

GEOGRAPHIC FOCUS: West Palm Beach & Regional (South Florida)

DATES OF SERVICE: 2012-Present

ENTITY: Collaborative Development Corporation (Coconut Grove)

PROJECT: Marketing, Public Relations, Event Management (Development of new Art District in Coconut Grove)

GEOGRAPHIC FOCUS: Miami, Florida

DATES OF SERVICE: 2013-Present

ENTITY: Hollywood Beach Community Redevelopment Agency

PROJECT: Served as the CRA's advertising agency. Marketing consultation, creative, design & production, strategic planning, media research, planning and placement, content development, branding & tagline development, event marketing & promotion, presentations, trade show displays, video production and advertising campaign development.

GEOGRAPHIC FOCUS: Hollywood, Florida

DATES OF SERVICE: 2006 - 2010

ENTITY: Downtown Hollywood Community Redevelopment Agency

PROJECT: Served as the CRA's advertising agency. Marketing consultation, creative, design & production, strategic planning, media research, planning and placement, content development, branding & tagline development, event marketing & promotion, trade show displays, presentations, video production and advertising campaign development.

GEOGRAPHIC FOCUS: Hollywood, Florida

DATES OF SERVICE: 2003 - 2010

ENTITY: Glatting Jackson/AECOM/City of West Palm Beach/CR

PROJECT: Coleman Park Neighborhood Revitalization Plan (Community Outreach/Involvement).

GEOGRAPHIC FOCUS: West Palm Beach, Florida

DATES OF SERVICE: 2010

ENTITY: City of Hallandale Beach

PROJECT: Developed a new citywide logo, tagline, identity and brand standards guide. Conducted business and consumer-based brand audits. Design, production, vendor coordination & implementation of new brand identity including signage, collateral, event promotion.

GEOGRAPHIC FOCUS: Hallandale Beach, Florida

DATES OF SERVICE: 2012 - present

ENTITY: City of Riviera Beach Community Redevelopment Agency

PROJECT: Developed name, brand, messaging, collateral materials, social media, press releases, vendor recruitment & management, and event planning coordination for the Riviera Beach Market at the Marina, a green market designed to provide fresh produce and foods.

GEOGRAPHIC FOCUS: Riviera Beach, Florida

DATES OF SERVICE: 2012 - 2013

ENTITY: Delray Beach Community Redevelopment Agency

PROJECT: Developed name, brand, messaging, collateral materials, social media, press releases, vendor recruitment & management, and event planning coordination for the Delray Beach Island Flair on the Ave., an open air Caribbean craft market.

GEOGRAPHIC FOCUS: Delray Beach, Florida

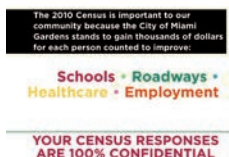
DATES OF SERVICE: 2010

ENTITY: City of Miami Gardens Census Campaign

PROJECT: Graphic Design and Web Development for 2010 Census Campaign.

GEOGRAPHIC FOCUS: Miami Gardens, Florida

DATES OF SERVICE: 2010



Levantense! Sean Escuchados! Sean Contados!



PREGUNTAS



MINUTOS

United States
Census
2010

2010 Iniciativa del Censo

El Censo de 2010 es importante para nuestra comunidad, porque la Ciudad de Miami Gardens puede ganar miles de dólares por cada persona contada para mejorar:

Escuelas • Calles •
Salud • Empleos

**SUS RESPUESTAS AL CENSO
SON 100% CONFIDENCIAL.**

United States
**Census
2010**

Por favor, vengan y reciban información importante de los funcionarios de la oficina del Censo de los Estados Unidos, y de la Ciudad de Miami Gardens:

En el 14 de Marzo 2010 /12-2 PM
Cloverleaf Shopping Plaza
(Esquina Suroeste de Miami Gardens Drive)
Tony's Restaurant & Catering
18230 NW 2nd Avenue • Miami Gardens, FL

En los 20 y 21 de Marzo
5th Annual Jazz in the Gardens
Dolphin Stadium
Miami Gardens, FL

En el 28 de Marzo 2010 / 12-4 PM
Miami Gardens Shopping Plaza
(Esquina Sureste de NW 47 Avenida)
4646 NW 183rd Street • Miami Gardens Drive
Miami Gardens, FL

Recuerden, Levantense! Sean Escuchados! Sean Contados!
www.cmgcensus.com



PALM BEACH
Outlets



CONSTRUCTION JOB INFORMATION FAIR

**THE NEW PALM BEACH MALL IS IN NEED OF
HUNDREDS OF EMPLOYEES!**

HURRY
upload your resume
pboutletmall.com
TO SECURE INTERVIEWS!!

Tuesday, August 21, 2012

9-4 pm

Gaines Park

1501 N Australian Ave WPB, FL 33401

The developers and EMJ Construction, the project construction manager, will host a Construction Jobs Informational Fair for individuals seeking construction employment opportunities. Individuals attending the Fair will learn about the project and the schedule of construction that calls for site work to begin this fall and building construction to begin in January of 2013. The construction jobs information fair is FREE and open to the community and is for Construction Trades Jobs Only.

FREE PRE-REGISTRATION visit www.pboutletmall.com



FOR MORE INFO CALL 561.336.1249



CAM # 17-0089

Exhibit 2

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island flair

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FREE & Open to The Public

Market Dates:
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info@upscalebymosaic.com for more info.

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Marketing, Public Relations, Events.
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island flair on the Ave.

SW 5th Ave Plaza, Delray Beach
Every 3rd Saturday 12 a.m. - 7 p.m.
www.UpscaleByMosaic.com

B QUALIFICATIONS & TEAM

PROVEN EXPERIENCE – KEY TEAM MEMBERS

The Mosaic team is comprised of an in-house, highly-qualified and seasoned group of experts in the field of public and media relations, marketing and communications, advertising, multi-media, creative and web design services. Our senior executive team includes:

PERSONNEL: Ann Marie Sorrell

POSITION: Project Manager

EXPERIENCE & QUALIFICATIONS: 10 years - Marketing/Public Relations • 6 years - Public Involvement • 13 years - Events Management • 6 years - Government Relations • MBA, Nova Southeastern University

RESPONSIBILITIES: Ensure that the project is on time, on task and on budget. Directing Marketing Plan, Scheduling, Monitor all expenditures, QAQC (Quality Assurance, Quality Control)

PERSONNEL: Valerie Snow

POSITION: Deputy Project Manager

EXPERIENCE & QUALIFICATIONS: 15+ years - Advertising • Marketing • Branding

RESPONSIBILITIES: Assist the project manager in daily project management. Serve as brand manager. Manage and oversee creative team. Project and vendor coordination.

PERSONNEL: Kathy Eggleston

POSITION: Community Outreach Director

EXPERIENCE & QUALIFICATIONS: 25+ years - Corporate Communications and Community Relations

RESPONSIBILITIES: Design and implement processes for stakeholder awareness, engagement and buy-in to ensure the long term sustainability of the marketing plan and branding strategy.

PERSONNEL: Michael Hall

POSITION: Creative Director

EXPERIENCE & QUALIFICATIONS: 15+ years - Graphic Design • Marketing • Branding • Advertising

RESPONSIBILITIES: Assist with the creation of original materials for the campaign. Design or create graphics to meet the specific need of the campaign. Prepares visual presentations by designing art and copy layouts.

PERSONNEL: Paul White

POSITION: Economic & Business Development Consultant

EXPERIENCE & QUALIFICATIONS: 30 years - City Management, Economic and Housing Development

RESPONSIBILITIES: Statewide relationships with City, County, State and Federal elected Officials, Community and Civic Organizations • Focused on innovation, creativity, and complete customer satisfaction.

PERSONNEL: Danté Fillyau

POSITION: Web Developer

EXPERIENCE & QUALIFICATIONS: 10 years - Web Design & Development • 15+ years - Graphic Design • Branding

RESPONSIBILITIES: Assist the creative team in any capacity, design and develop any and all web based materials included to but not limited to web sites, electronic mail templates, etc.

PERSONNEL: Latoya Stirrup

POSITION: Digital-Media Manager

EXPERIENCE & QUALIFICATIONS: 10+ years Digital & Traditional Advertising • Production • Project Management
Branding • Strategy

RESPONSIBILITIES: Assist with the strategic vision for digital, media and branding executions and oversee those aspects of the project.

PERSONNEL: Sophia Nelson

POSITION: Public Relations Manager

EXPERIENCE & QUALIFICATIONS: 25 years - Public & Community Development • Public Relations

RESPONSIBILITIES: Oversees advertising, media relations, video production, photography, press releases, story pitches, national awards submissions

PERSONNEL: Alvin Jackson, Jr.

POSITION: Business & Workforce Development Consultant

EXPERIENCE & QUALIFICATIONS: 30 years - Government/CRA Relations.

RESPONSIBILITIES: Develop and monitor in-conjunction with the CRA staff open real estate plots for advertising and other business openings within the CRA District. Facilitate small business and existing industry development to generate job growth and implement positive steps toward the elimination of slum and blighted conditions.

C ESTIMATED TIMETABLE

STRATEGIES	FIRST 180 DAYS	LAST 185 DAYS
Brand Development and Meeting with CRA NFP staff and stakeholders	X	
Research Process	X	
Website Development and Management	X	
CRA NFP Collateral Materials	X	X
CRA NFP Promo Video	X	
CRA New Brand AD Campaign		X
Media Training for NFP Volunteers Marketing Community members		X
Staggered Community Campaign	X	X
Community Cluster Events	X	X
Marketing of annual community events	X	X
Business Industry Cluster Partnership Outreach Campaign	X	X
Monthly/Quarterly Community Events	X	X
Flagler Heights AD Campaign	X	X
Progreso AD Campaign	X	X
Northwest AD Campaign	X	X
Forward Together Newsletter Launch/Online Launch	X	
Marketing of Signature Annual CRA Events	X	X

ANN MARIE SORRELL, MBA

President & CEO - Mosaic Group

PROJECT MANAGER



PROFESSIONAL CREDENTIALS

Master of Business Administration • Nova Southeastern
Bachelor of Science Degree, Healthcare Administration • Florida A&M University

BASIS FOR TEAM SELECTION

Statewide relationships with City, County, State and Federal elected Officials, Community and Civic Organizations, and Leaders of diverse markets including the African American, Caribbean, and Hispanic Communities.

Focused on innovation, creativity, and complete customer satisfaction. Team player and initiator.

EXPERIENCED LEADER

Marketing/Public Relations • 10 years
Events Management • 13 years

Public Involvement • 6 years
Government Relations • 4 years

EXPERIENCE

Ms. Sorrell has more than 10 years of experience in marketing, public relations, business development strategies, and events management. She has managed a Florida based boutique marketing firm for eight years in which she oversees the day-to-day operations and serves as of Project Manager for most of the firm's projects. Ms. Sorrell specializes in developing and implementing strategic marketing plans, building community alliances, and consulting organizations on maximizing the return on their marketing investments. Ms. Sorrell has a Masters of Business Administration degree from Nova Southeastern University and Bachelor of Science degree from Florida A&M University.

PROFESSIONAL EXPERIENCE

- **Palm Beach Outlets Mall Development** (New England Development & City of West Palm Beach – June 2012 - present), Public Relations, Event Management & S/M/WBE and Community Outreach – Ann Marie is responsible for managing the local preference and local hiring initiative by New England Development. This includes her team coordinating community outreach events (job fairs, small business workshops, etc). media placement, promotions, and public relations activities.
- **South Florida Water Management District** (2007 and 2009, SBE Outreach Initiatives in Palm Beach, Broward, Miami-Dade, and Naples/Ft. Myers), Public Relations, Event Management & S/M/WBE Outreach – Ann Marie was responsible for the management of the South Florida Water Management Districts Regional outreach for the SBE Certification Program and District Office Procurement opportunities campaign. The purpose was to educate small and minority owned businesses about the new Certification program as well as inform them of upcoming procurement opportunities at each district office. More than 800 small business firms became certified and more than 1,000 businesses attending the workshops.
- **Florida Department of Environmental Protection** (Statewide State Park Initiative, 2007), Marketing & Community Outreach – Ann Marie was responsible for managing the marketing and community outreach for the Department of Environmental Protection “Let’s Go Outside – It Starts in Parks Campaign”. The campaign specifically targeted African American and Hispanic communities across nine Florida cities. Marketing strategies included media placements in targeted radio, print and online media outlets that focused on African American and Hispanic families. In addition to the media placements, a family photo contest was launched which included the distribution of more than 70,000 posters and flyers along with partnerships with local nonprofits, civic groups, fraternities and sororities, and faith-based institutions. The Campaign lasted 6 months.
- **ABC Extreme Makeover: Home Edition** (Rainford Family - Riviera Beach, 2006) (Public Relations, Event Management, Community Outreach) - Ann Marie had the opportunity to work with ABC’s Extreme Makeover: Home Edition to make a Riviera Beach family’s dream come true by raising over \$1.8 million in supplies, materials, services and financial contributions. Ann Marie and her team also managed over 700 volunteers per day for seven days. The Rainford Family received a new home, but the story ended in tragedy as Mr. Rainford died after only living in the home for 1 month. His dream of leaving his children with a healthy and comfortable home was realized before his death.



VALERIE SNOW

President • Moetiv8

DEPUTY PROJECT MANAGER

PROFESSIONAL CREDENTIALS

Visual Communications, BA • Art Institute of Fort Lauderdale

BASIS FOR TEAM SELECTION

Over 19 years marketing, advertising and branding experience in community redevelopment and tourism.

EXPERIENCED LEADER

Over 19 years marketing, advertising and branding experience.

Experienced marketing and creative services professional specializing in the area of economic development, hospitality and tourism.

Strategically driven. Creatively led. Focused on the achievement of your marketing goals. Capable and adaptable agency leader dedicated to working an extension of your team.

EXPERIENCE

Ms. Snow has over 19 years of experience in advertising, marketing, design, strategic planning and branding. Valerie is the founder of Moetiv8 Marketing, Inc. (formerly Salomon|Snow Advertising), a full service boutique integrated marketing firm where she applies her boundless entrepreneur and creative spirit to her pursuit for creative solutions that command attention in an evolving media landscape. She has delivered exceptional results for a variety of well-known local and international clients. Her style has earned her numerous awards for outstanding creative and design. Ms. Snow graduated from the Art Institute of Fort Lauderdale where she received a degree in Visual Communications.

PROFESSIONAL EXPERIENCE

- **City of Hallandale Beach Community Redevelopment Agency** (2012 – present)

Develop, design and produce marketing collateral materials to position the City of Hallandale Beach for economic redevelopment. Projects include: Business Development Kit with 52-page economic city guide, Trade Show booth, signage program and various collateral materials. Services provided: Consulting, copywriting, design, layout, photography, production and vendor coordination.

- **City of Hallandale Beach** (2012 – present)

Developed a citywide brand identity to help position the City of Hallandale Beach. Scope of services provided: Conducted brand audit, perception studies, conducted business and consumer-based focus groups. Developed new city logo and tagline, brand standards guideline, signage, collateral design, as well as serve as brand consultant for the City.

- **Downtown Hollywood Community Redevelopment Agency** (2004 - 2010)

Served as the advertising agency for the Downtown Hollywood Community Redevelopment Agency. Scope of services: marketing consultation, creative development, collateral design & production, strategic planning, media research, planning & placement, content development, branding & tagline development, event promotion, sales & marketing presentations, web design, video production and traditional advertising. Board Member of the Downtown Hollywood Business Association

- **Hollywood Beach Community Redevelopment Agency** (2005 – 2010)

Served as the advertising agency for the Hollywood Beach Community Redevelopment Agency. Scope of services: marketing consultation, creative, design & production, strategic planning, media research, planning and placement, content development, branding & tagline development, event promotion, presentations, web design, video production and traditional advertising.

- **Hollywood Office of Tourism** (2005 – 2010)

Served as the advertising agency for the Hollywood Office of Tourism. Scope of services: marketing consultation, creative, design & production, strategic planning, media research, planning and placement, content development, branding and tagline development, event promotion, sales presentations, web design, video production and traditional advertising. Directed and produced a national television commercial. Managed a \$1 million media plan.

BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-831-4000

VALID OCTOBER 1, 2013 THROUGH SEPTEMBER 30, 2014

DBA: THE MOSAIC GROUP
Business Name: UPSCALE EVENTS BY MOSAIC LLC

Receipt #: 376-261135
Business Type: ADVERTISING/MARKETING
 (MARKETING/PUBLIC RELATIONS)

Owner Name: ANN MARIE SORRELL
Business Location: 405 NW 7 AVE
 FT LAUDERDALE

Business Opened: 07/25/2012
State/County/Cert/Reg:
Exemption Code:

Business Phone:

Rooms

Seats

Employees

Machines

Professionals

		For Vending Business Only					
		Number of Machines:		Vending Type:			
Tax Amount	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost	Total Paid	
45.00	0.00	0.00	11.25	0.00	25.00	81.25	

THIS RECEIPT MUST BE POSTED CONSPICUOUSLY IN YOUR PLACE OF BUSINESS**THIS BECOMES A TAX RECEIPT****WHEN VALIDATED**

This tax is levied for the privilege of doing business within Broward County and is non-regulatory in nature. You must meet all County and/or Municipality planning and zoning requirements. This Business Tax Receipt must be transferred when the business is sold, business name has changed or you have moved the business location. This receipt does not indicate that the business is legal or that it is in compliance with State or local laws and regulations.

Mailing Address:

THE MOSAIC GROUP
 2930 OKEECHOBEE BLVD STE 207
 WEST PALM BEACH, FL 33409

Receipt # 02B-13-00006593
Paid 03/20/2014 81.25

2013 - 2014



Venice of America

CITY OF
FORT LAUDERDALE BUSINESS TAX YEAR 2013-2014

BUSINESS TAX DIVISION

700 NW 19 AVENUE, FORT LAUDERDALE, FLORIDA 33311
(954)828-5195

Business ID: 1301148

Business Name: MOSAIC GROUP

Business Address: 405 NW 7 AVE # A

Tax Category: OFFICE USE ONLY

Tax#: 740037

Fee:

MOSAIC GROUP
ANN MARIE SORRELL CEO
405 N 7 AVE
FORT LAUDERDALE, FL 33311

DETACH AND POST THIS RECEIPT IN A CONSPICUOUS PLACE

Business ID: 1301148
Tax Number: 740037
Business Name: MOSAIC GROUP
Business Address: 405 NW 7 AVE # A
Business Owner: SORRELL, ANN MARIE CEO

- This Receipt is issued for the period commencing October 1st and ending September 30th of the years shown above.
- If you have moved out of the city, please provide a written statement.
- A transfer of business location within the city limits is subject to zoning approval. Please complete a Business Tax Transfer Application and bring it to our office to obtain the necessary approval.
- A Transfer fee applies of 10% of the annual business tax fee. The fee shall not be less than \$3.00, nor greater than \$25.00.
- If you have sold your business, please provide us with a copy of the Bill of Sale.

Please be advised that this issuance of a Business Tax Receipt establishes that the business you intend to conduct is a use permitted by the City Zoning Code for the location at which you intend to operate. The issuance of a Business Tax Receipt in no way certifies that the property located at this address is in compliance with other provisions of the City Code of Ordinances.

BUSINESS TAX DIVISION
700 NW 19 AVENUE, FORT LAUDERDALE, FLORIDA 33311
TEL (954)828-5195 FAX (954)828-6929
WWW.FORTLAUDERDALE.GOV

PROJECT NARRATIVE

The Mosaic Group is a multi-cultural team that is reflective of the Northwest-Progresso-Flagler Heights Community Redevelopment Area (NPF CRA). The Mosaic Group is poised ***“To Move Forward Together.”*** Our team not only has the breadth and depth of experience in marketing and branding, we also have team members that provide over 30 years in redevelopment on a national basis including CRA’s in Florida.

The mission statement of the NPF CRA is to foster and directly assist in the redevelopment of Fort Lauderdale Community Redevelopment Area by eliminating blight, create a sustainable urban development framework, and encourage economic growth, thus improving the attractiveness and quality of life for the benefit of the CRA District and the City of Fort Lauderdale as a whole. We would like to congratulate the CRA and the City on its efforts to date. Significant investments have been made in infrastructure improvements including streets, streetscapes, park improvements and public facilities. The CRA has acquired and cleared properties and made them “development ready”. The CRA also has a number of financial incentive programs in place which, utilized properly, can provide the subordinated “gap” financing necessary to leverage private investment with an attractive return on investment. There is also momentum with significant development projects such as the Pearl and NW Gardens that are near completion or in progress. It is on this momentum that the Mosaic Group position and brand the NPF CRA as a ***“vibrant, growing urban hub that offers a variety of distinctive features, advantages and benefits to businesses and visitors alike.”***

Our team is poised to act as an extension of the CRA/City staff. Because we are local, we understand the progress that has been made in terms of the public investment. We understand that in spite of the significant investment, there persists wariness on the part of many with old ideas about the community of the CRA. We understand the diversity of the leadership and level of organization of the three communities. We understand the historic importance to the community to maintain individual identities of Sistrunk and Flagler in the branding and marketing and yes, we recognize the challenge that presents.

The Mosaic Group’s valued added skill set includes the community and organizational development skills to inspire and empower residents, businesses and government ***“To Move Forward Together”***. Because of our redevelopment experience we know that our strategy must mirror the holistic approach of the NPF CRA. While we build bridges and trust internal to the NPF CRA, we must concurrently educate the lending, real estate and development communities as to why the NPF CRA is the best opportunity for their investment dollars.

In order to ***“Move Forward Together”***, The Mosaic Group recommends the convening of the established leadership bodies of the three areas to facilitate the internal trust. Ideally, this quarterly or biannual meeting is timed time to provide input on the NPF CRA on the budget and other policy issues. Concurrently, we will have mechanisms to educate the broader NPF CRA community by hosting meet and greet mixers or open houses and canvassing the community. Our overall message is to position the NPF CRA as a partner with the community. As partners the NPF CRA and the community can “Move Forward Together”. This transparent communication provides a basis for the development projects to move forward smoothly with the support of the community. Developers like a certainness to the process and regular communications will reduce the time involved in achieving approvals.

Externally, a commitment for participation from the executives of the leading lenders in Fort Lauderdale/ South Florida should be formed. The participation in this group must be high level executives, as opposed to only those in the bank dealing with community reinvestment issues. It may be desirable to get the Mayor to assist and participate in this effort. A quarterly early morning breakfast that provides an opportunity to present how the CRA financing programs mitigate the risk to lenders and make for sound lending transactions can be valuable. It can also provide an opportunity to discuss their concerns directly. The goal of the effort is to get an actual dollar commitment based on the size of the lender to deals in the NPF CRA. The announcement of this lending commitment will be a major event for the NPF CRA through all media venues and used in our collateral material. This event further positions the NPF CRA as “the place” to invest and live. The Mosaic Group is aware of the community concerns with respect to gentrification and the “moving out” of existing residences. The Mosaic Group and NPF CRA staff will discuss the development of viable strategies to provide assurances to the residents so that we all **“Move Forward Together”**.

The crime rate in many communities has fallen significantly over the past several years. The same can be said for Fort Lauderdale. However, good news is not what makes the front page of the newspaper or the six o'clock news. Many successful redevelopment areas feature an enhanced public safety presence in terms of either officers or the Clean & Safe model. The Clean and Safe model has been successful in getting citizen involvement as well as creating an atmosphere that supports pedestrian tourist traffic in redevelopment areas. While this initiative is not included in our budget allocation, we are ready to work alongside the CRA/City to explore the establishment of such a program in the NPF CRA with staff. The Mosaic Group's grant writing capabilities can assist in getting federal funding for such efforts. The enhanced pedestrian atmosphere promotes a sustainable use of multi-modal transportation, including the possible use of the trolley system through the NPF CRA to Las Olas, as well as cycling in the area.

Our marketing and communication expertise will ensure that the profile of the NPF CRA will be high-level on a community basis, throughout social media and in the press. We will communicate directly to key stakeholders in the lending, real estate and development communities with short videos in a direct education effort with those that influence the investment of development dollars in the city. Our digital communication will create an engaging newsletter to reflect best practices in terms of design with the name and look to reinforce the brand strategy.

The Mosaic Team is structured to be an extension of the CRA and City's Team. We are excited to add value to the effort to create an atmosphere for private reinvestment, personal vibrancy and a partnership based on trust between the community and the NPF CRA.



UNDERSTANDING OF YOUR NEEDS

1. **Positioning and branding NPF CRA as a vibrant, growing urban hub that offers a variety of distinctive features, advantages and benefits to businesses and visitors alike;**

With such a diverse target market, our marketing approach will be a combination of grassroots and more contemporary strategies to position the NPF CRA as a forward-thinking community partner. Such strategies will include:

- Content Marketing: Revamp the CRA's website to be an informative interactive platform that creatively reflects the "Forward Together" campaign to residents, visitors, businesses and developers.
- SEO & SEM: Implement Search Engine Optimization (SEO) tactics to increase search engine results and display prominence to better utilize Search Engine Marketing (SEM) methods to attract the right audience to the CRA's website.
- Social Media: Employ social media strategies via Facebook and Twitter to interface with consumers and customers, and raise awareness.
- Event/Meeting Planner Recruitment & Incentive Program: Target planners/promoters to position local venues (i.e. Ocean Mall, Marina, etc) as prime locations for events - "Your Event... Our Venue."

2. **Educating target audiences on the ever-evolving projects, programs and initiatives in NPF CRA that appeals to all generations and price points;**

Educating the target audience and keeping them engaged in the CRA's vision is a necessary element to the success of the neighborhood. Below are proposed tactics to achieve this goal:

- a. Identify key members of the community with a level of influence to serve on the "Community Marketing Group." These residents will function as extensions of the campaign plan team and help within their circles of influence to inform, garner support and deliver feedback back to the community-at-large. The selected members will also be a "brain trust" for the CRA to present programs and ideas to before going before the larger community
- b. Open House Meetings
 - i. Host Open House meetings at the CRA or other venues within the NPF CRA's boundaries to provide residents with the platform to learn about the programs, projects and initiatives, ask questions and present their point of view.
- c. Neighborhood Outreach Street Team
 - i. Incorporate a canvassing strategy using a volunteer street team to gather insight directly from residents and establish a personal rapport:
 1. New Programs: Deliver informative literature to residents at their home or condo building to educate them on new programs, initiatives and projects that are available through the CRA.
 2. Post-Announcement: After residents have been given the information, revisit them to gather feedback and assess their understanding of recently publicized programs, initiatives and projects.
 3. Data Collection: During the neighborhood canvassing, the street team will capture data from residents to build the CRA contacts database.
- d. Direct Marketing
 - i. Create informative flyers and brochures that provide a snapshot of the CRA's initiatives with a strong call-out for residents to find out more, apply and get involved. A QR code can also be included on the collateral material that links users directly to the section of the CRA's website that has information on the different programs.
- e. Social Media
 - i. Develop a social media strategy that effectively leverages the different platforms to engage and

inform residents. Examples of use:

1. Twitter: Conduct live Q&A sessions where users can post questions and engage in dialogue over Twitter with the CRA on a scheduled day/time.
2. U-Stream: Host informative sessions for users to watch and pose questions in the chat room in real-time. This platform may also be used to stream meetings over the internet for residents to watch should they be unable to attend in person.

3. **Increasing audience reach and awareness of the growth and development within NPF CRA;**

Below are proposed tactics to increase reach and awareness within the NPF area in order to facilitate the expansion and acceptance of the CRA's vision:

- a. Mobile Tech Info (Responsive website)
 - i. Our website design approach is aimed at crafting the CRA site to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors)
- b. Digital Communication
 - i. Redesign the CRA's eCRM practice to develop an engaging newsletter that reflects best practices in terms of design, copywriting, subject line treatment and A/B testing to optimize conversion.
- c. Social Media
 - i. Develop a social media strategy that effectively leverages the different platforms to engage and inform residents. Examples of use:
 1. Facebook: Develop a Facebook strategy that utilizes the platform to entice residents to “like” the CRA and engage in dialogue directly on the page.
 2. Twitter: Develop a hashtag strategy that gets residents tweeting about the CRA.
 3. YouTube: Provide information about CRA programs, services, news and events.

4. **Inspiring pride throughout the redevelopment district that encourages connectivity, engagement, participation, communication, support of community-at-large, and a wider pool of influencers and endorsers;**

Below are tactics to inspire pride and support of the “Forward Together” campaign mantra within the community:

- a. Community Meet & Greet Mixers
 - i. Host regular meet and greet events at local venues providing residents with the opportunity to meet their neighbors and experience the businesses/venues that are a part of their community.
- b. Forward Together Merchandise
 - i. Create merchandise that can be purchased by residents (at a nominal fee) to show their support of the CRA's progressive initiatives. Merchandise can include:
 1. T-shirts
 2. Buttons
 3. Hats
 4. Lawn signs
 5. Window static cling decals (for businesses, residences, cars, etc)
- c. Neighborhood Outreach Street Team/Ambassadors
 - i. Maintain an active presence in the community via a volunteer street team that delivers news directly to residents.

5. **Increasing and maintaining a high level of awareness with regard to the NPF CRA area including general news, events, activities, etc. among its targeted audiences, including media;**

The communication channels, marketing collateral, signage, and print materials will be instrumental in maintaining a high level of awareness. Additionally, effectively leveraging the Neighborhood Outreach Street Team to establish a consistent presence in the community will further assist in creating a strong base with the target market. Please see the above points for breakdowns on each of these tactics. Mosaic will also coordinate community-wide events including new brand launch, awareness campaigns, and other celebratory milestone events.

6. **Generating additional consumer traffic, business interest, and media coverage as well as demonstrate vibrancy and relevance of the new development activity within the NPF CRA.**

Below are proposed tactics to ensure that significant publicity and direct marketing to stakeholders occurs to promote and generate traffic, business interest and media coverage for the various NPF CRA initiatives:

a. Public Relations

- i. Drive PR messaging that focuses on the investments being made to enhance and rebuild the community, which will also work to dispel any lingering misperceptions about the NPF area.
- ii. Actively target local media channels and outlets to disseminate information and build the story around the NPF CRA's vision.

b. Business & Economic Initiatives:

- i. Create and utilize outdoor signage on available development sites to increase visibility and generate interest.
- ii. Develop collateral material to educate prospective businesses on the initiatives available through the NPF CRA as well as provide insightful data on the demographics of the neighborhood and the projected trends.
- iii. Assist in developing the cost benefit analysis in utilizing some of the \$7,000,000 of funding for the Sistrunk Business Development Initiative and the Flagler Transit oriented development to offer a rental rate "buy down" for a period of one or two years as an additional incentive for business who desire to be in the area.
- iv. Identifying and tying CRA residents to job and contracting opportunities within the NPF CRA area and beyond, building relationships with community, employers, and non-governmental and community based job/training placement organizations. To achieve this, we will:
 1. Provide necessary information & education to inform existing businesses of programs, grants, business assistance funding, technical assistance opportunities for retention and expansion.
 2. Develop business incentives program for retention and expansion.
 3. Provide an Ombudsman to provide equitable and expedient permitting processes.
 4. To create financial stimulus as an incentive for green improvements.
 5. Identify the skill sets required by businesses within the CRA

7. **Support the overall economic development initiatives of the City of Fort Lauderdale via relevant communications channels and vehicles.**

In addition to the communication channels previously noted, below are other tactics that are proposed to leverage existing and prominent media vehicles within the City of Fort Lauderdale:

a. Public Access Channel Commercials

- i. Create a :60/:30 commercial to generate excitement around the new plans for the neighborhood and invite residents to get involved.

b. Public Access Channel Interviews

- i. Our production team has made video production solutions a reality. Through our state-of-the-art editing suites and studios, our creative team can handle everything from final editing to product development.

8. **Create message content that respond to the diverse nature of the NPF CRA, particularly the multi-cultural aspects of the community.**

“Forward Together” is a holistic campaign that looks to include all entities and residents within the NPF CRA spectrum. It is for this reason that we look to develop a 360 campaign that drives the inclusive message behind Forward Together through copy and imagery, reaching residents on the ground, at their home and on the internet. Campaign materials to include (but are not limited to):

1. Street banners
2. Digital banners
3. Flyers
4. Brochures
5. Direct Mail
6. Imagery for social media pages
7. Public access channel commercials and interviews



9. **Work with City and CRA staff to continuously involve community-based organizations on projects, initiatives and programs as needed.**

Our team believes that a compelling community engagement plan can go a long way towards helping the CRA spread its message, reach more residents, customers, and generate more sales for local business. Successful plans go much further than merely garnering media coverage. Our plan will include community stakeholders and will help with the overall strategic planning, creative thinking and smart budgeting. Our Goals are simple:

Step 1

Define the goals and objectives to “raise awareness” in addition to increase business viability and showcase the beauty of the communities of the Northwest, Progresso, and Flagler Village. That objective should be a main focus of your PR plan.

Step 2

Pinpoint our target audience, or our “publics.” This includes not only the media, which can help you spread the word; it will also includes stakeholders, existing customers, potential customers, suppliers and other vendors, community members, and civic leaders. We plan to create a database that includes their full contact information. We plan to reach out to contacts within the database several times throughout our campaign -- for the original invitation, reminders and thank yous -- not to mention for future outreach efforts.

Step 3

Promote ribbon-cutting ceremonies and inviting local media and government officials, hosting an open house for current businesses, sponsoring a barbecue for prospective customers and nearby business tenants, and launching a community email campaign.

Step 4

Draft the key messages of your public relations plan. Make sure they are consistent but not necessarily identical. Our plan will also include sending messages to the community at large as well, telling them about new business information for example (new hire of employees) which will improve the local economy.

Step 5

Our team will develop a detailed task list and timetable to equip the CRA with the tools necessary to implement the public relations tactics with maximum efficiency.

Step 6

Engage in crisis planning.

Step 7

Choreograph the planning of events for future marketing efforts. Take pictures or shoot video of events, as these images could be used on your website and in future advertising materials.

FORWARD TOGETHER

NORTHWEST • PROGRESSO • FLAGLER HEIGHTS



Proposer's ability to assign appropriate resources to the account in a timely manner.

Our project team's local roots, level of expertise, and redundancy of core competencies mean virtually no "ramp-up" time to acquire an understanding of the region and no "speed bumps" in executing on the project's goals and timelines.

Our project team has a combined 160 years of experience in the planning, execution and evaluation of sustainable public relations and marketing campaigns, some so successful that they have been running for more than two decades.

Every member of our project team has lived in South Florida for more than 20 years. Our members have witnessed, participated in, and led major business and community development projects in all three counties. Not only is our team comprised by some of the most seasoned public relations and marketing professionals in the tri-county area, we also have several of the most highly regarded new media experts in the region. This diversity is our strength, and gives us an excellent level of professional redundancy in virtually every management area required by the project. Core professional competencies that are possessed by more than just the lead members of the team assigned to the area include: public relations, design, branding, planning, marketing campaign development, economic development, community outreach, web and applications design, social media management, large and small scale print and collateral material production, content creation, scriptwriting, video production and editing management, photography management, philanthropic grant-writing, event fundraising, network systems management, media measurement and analysis, volunteer coordination, ad-hoc workgroup and task force management, data and list management, mass mailing management, and efficient back-office system design.

Our team also has planned for appropriate redundancy in worksites, understanding the hurricane season in South Florida. We have main offices in Fort Lauderdale and West Palm Beach, as well as a virtual workgroup system already in place. Moreover, our team's primary office is located in the heart of the Northwest-Progresso-Flagler Heights region which means **we are just minutes and a phone call away.**

The Mosaic Group team will inspire and encourage pride and participation through three different skill sets. It is clear from the NPF CRA's performance criteria that it is first and foremost a development agency focused on capital improvements, housing, economic development and job creation. Ultimately, the success of the development projects will build the momentum to leverage private investment, create jobs and improved housing options for the residents of the NPF CRA. The Mosaic Group's transparent process which recognizes the investment of the community, the City and the NPF CRA provide for the partnerships the CRA seeks to improve.

1. **Targeted Informercials - Real Estate & Economic Development Strategy**

The NPF CRA is to be congratulated on the progress it has made to date: Significant investments in streets; streetscapes; and public facilities have occurred with more projects budgeted in the five year plan. Significant "development ready" sites are available. There is also the momentum from the projects that have been completed. Therefore a key component of the Mosaic Group's marketing outreach must be to the commercial real estate industry; development community and lending communities. The last market study of which we are aware was completed in 2007 in a much different economy. We have not allocated funds within our budget for this project, however we would strongly encourage an update to the plan to provide the latest data to support the development of CRA owned properties in today's economy. The data should be significantly different given the advent of the Pearl and NW Gardens projects.

Targeted infomercials to key stakeholders in the above mentioned industries will educate and update business leaders on the progress of the NPF CRA. Externally, a commitment for participation from the executives of the leading lenders in Fort Lauderdale/South Florida should be formed. The participation in this group must be high



level executives, as opposed to those in the bank dealing with community reinvestment issues. It may be necessary to get the Mayor to assist and participate in this effort. A quarterly early morning breakfast that provides an opportunity to present how the CRA financing programs mitigate the risk to lenders and make for sound lending transactions. It can also provide an opportunity discuss their concerns directly. The goal of the effort is to get an actual dollar commitment based on the size of the lender to deals in the NPF CRA. These efforts will successfully expand the support and investment by the community-at-large.

2. **Youth Engagement Technology** - The Mosaic Group has several technological innovations that position the NPF CRA as a partner with both the internal NPF communities and the business community external to the CRA. These value added programs empower, build pride and create a wider pool of endorsers/investors.

- Bridging the digital divide is an issue in economically challenged communities. The Mosaic group can facilitate a partnership between Broward County School Board and the NPF CRA to provide mini-computers allowing access to the internet to families in the NPF CRA. The cost of the mini-computer is approximately \$100.00 each and can be funded through corporate donations or educational foundations. The Mosaic Group team is skilled in grant writing. The computers provide a platform for advertising local business (possible income generator) on the screen (the family TV).

3. **City Guide /business locator App** - The NPF CRA APP provides information on:

- Upcoming events locations in the NPF CRA
- Business locations within the NPF CRA

There are additional organizational development efforts which the Mosaic group, acting as an extension of the NPF CRA and city staff can facilitate or develop.

4. **a. Clean and Safe Program**

The crime rate in many communities has fallen significantly over the past several years. The same can be said for Fort Lauderdale. However, good news is not what makes the front page of the newspaper or the six o'clock news. Many successful redevelopment areas feature a public safety presence in terms of either officers or the Clean & Safe model. The Clean and Safe model has been successful in getting citizen involvement as well as creating an atmosphere that supports pedestrian tourist traffic in redevelopment areas. While this initiative is not included in our budget allocation, we are ready to come along side the CRA/City to explore the establishment of such a program in the NPF CRA with staff. The Mosaic Group's staff includes grant writers that can come along side Fort Lauderdale Police Department staff to seek grant funding through the Office of Criminal Justice and other grant funders to underwrite this effort.

b. Community Code Enforcement Efforts

Successful models of involving citizens to assist the City's code enforcement efforts in the NPF CRA are in Atlanta, Georgia, Fort Worth, Texas, and Austin Texas. Properly structured such programs build on community pride and partnerships

c. StreetWize Mobile Application Incorporates the Clean & Safe/Public Safety Programs

(Be one of the first cities in the country to incorporate a technology that engages the community in keeping their neighborhoods clean and safe while interacting in real time with City Officials and Law Enforcement.



PROGRAM COSTS:

1. Targeted Informercials - Real Estate & Economic Development Strategy
2. Youth Technology - Micro Computer Program (\$100/per child)
3. City Guide App (\$75k)
4. Clean & Safe/Community Code Enforcement, Streetwize Public Safety App (\$200k)

Carabine & Associates/New England Development

(Palm Beach Outlets)

27 Buttonwood Drive

Andover, Massachusetts 01810

CONTACT: Thomas Carabine

Owners Representative

(617) 966-4833

tcarabine@aol.com

SERVICES PROVIDED: from 2012-Present (Mosaic Group)

Palm Beach Opera

415 S Olive Avenue

West Palm Beach, Florida 33401

CONTACT: Ceci Dadisman

Marketing Director

(561) 835-7550

cdadisman@pbopera.org

SERVICES PROVIDED: from 2013-Present (Mosaic Group)

Hispanic Chamber of Palm Beach County

605 Belvedere Road

Suite 10/11

West Palm Beach, Florida 33405

CONTACT: Andre Verona

President & CEO

(561) 832-1986

andrev@hispanicchamberpbc.com

SERVICES PROVIDED: 2011-Present (Mosaic Group)

Downtown Hollywood Community**Redevelopment Agency**

330 N. Federal Highway

Hollywood, Florida 33020

CONTACT: Lisa Liotta

lliotta@hollywoodfl.org

(954) 924-2980

SERVICES PROVIDED: 2003-2010 (Moetiv8)

City of Miami Gardens

1515 NW 167th Street

Miami Gardens, Florida 33169

CONTACT: Vernita Nelson

Assistant City Manager

(305) 622-8000

vnelson@miamigardens-fl.gov

SERVICES PROVIDED: 2007-Present (MediumFour)

KATHY EGGLESTON

Principal • K. Eggleston Consulting

COMMUNITY OUTREACH DIRECTOR



PROFESSIONAL CREDENTIALS

Marketing, BS • Drexel University

BASIS FOR TEAM SELECTION

- Developed the original community outreach plan for South Florida's largest privately held corporation
- Co-founded Avenue of the Arts Executive Suites, winner--2011's Best Low-Rise Renovation Project by City of Fort Lauderdale's Community Appearance Board
- Winner, Leadership Broward's 2011 Leader of the Year
- Past Board leader: Leadership Florida, Community Foundation of Broward, Leadership Broward, Donors Forum of South Florida, Knight Foundation South Florida Advisory Committee

EXPERIENCED LEADER

Corporate Communications and Community Relations • 25 years

EXPERIENCE

Kathy Eggleston has focused her twenty-five-year (25) career in corporate communications and philanthropy on helping businesses to succeed by empowering their people and strengthening their communities. She became a leading force in the redevelopment of midtown Ft. Lauderdale as co-founder of Avenue of the Arts Executive Suites, a prime office space designed to help small businesses and professional practices grow more business in South Florida. For this and her two-decade record of launching community projects that sustain themselves over time, in 2011 she was honored by Leadership Broward as Leader of the Year and "Avenue Executive" was named the city of Fort Lauderdale's best low-rise commercial renovation of the year.

Kathy also successfully advises large enterprises wishing to achieve greater strategic impact from their community investment programs through her practice, K. Eggleston Consulting. Prior to owning her own businesses, Kathy served as an executive for two of South Florida's largest companies. Her programs and organizations have received numerous awards, including national recognition on the "Best Companies to Work for in America" list in FORTUNE magazine. She is a past president of both the North Broward Chapter of The Links, Incorporated and Donors Forum of South Florida, has served on numerous boards including Leadership Broward, Leadership Florida, Community Foundation of Broward and the Entrepreneur's Council of Nova Southeastern University's Huizenga School of Business. She was a leader in the start-up teams that launched the African-American Achievers awards, Deliver the Dream, Positive Images of Broward County, Rebuilding Together Broward, and her current initiative, the Pathway Scholars scholarship program for Nova Southeastern University.

PROFESSIONAL EXPERIENCE

- Created the original corporate branding and community relations strategies underpinning JM Family Enterprises' revenue growth from \$2.4 billion annually to \$7.6 billion during an 11-year tenure.
- Developed the marketing and promotional plans for The Phone Store wireless chain, building to \$100K monthly cash flow in its 13-year tenure in urban locations in the Coconut Grove redevelopment district, Liberty City and North Miami. Created the "It's Great on Grand" Grand Avenue marketing campaign for Coconut Grove's Island District Merchant's Association.
- Used a town-hall strategy in developing, packaging and disseminating campaign communications aiding passage of a half-penny sales tax to fund uncompensated care at Jackson Memorial Hospital. More than \$100 million is annually realized from this funding source today.
- Designed and conducted research studies on the customer referral process and customer experience for one of the largest orthopedic and sports medicine hospitals in the mid-Atlantic, leading to innovations in customer service, customer-driven employee recognition awards and patient marketing/referral programs.

CAM # 17-0089

Exhibit 2

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MICHAEL W. HALL

Managing Partner / Marketing Director • MediumFour

CREATIVE DIRECTOR

PROFESSIONAL CREDENTIALS

Bachelor of Fine Arts • Florida State University

BASIS FOR TEAM SELECTION

Extensive experience in marketing and managing interactive and traditional advertising campaigns for world-class consumer brands, people, places and things.

EXPERIENCED LEADER

Graphic Design • 20 years

Advertising • 10 years

Web & Mobile Application Development • 5 years

Social & E-Commerce Solutions • 4 years

Marketing • 15 years

Web Development & Content Management • 5 years

EXPERIENCE

One of the foremost brilliant graphic designers and serial entrepreneurs in South Florida, Michael W. Hall is truly a force of nature. As the Senior Managing Partner of famed design firm, MediumFour, Michael merges his passion of artistic expression with Design, Marketing, and more specifically, Brand Identity. Michael oversees MediumFour's vision of producing a higher level of design while directing and evaluating creative, structuring project plans, and executing the wishes of quite a reputable list of clientele.

A proud Seminole, Michael earned his Bachelor of Fine Arts degree from Florida State University's School of Visual Arts. He has cultivated his artistic talents through various roles both the public and private sectors. Michael began his professional design career at P&P Design as a graphic designer and ascended into the rank of Art Director and Vice President. In 2006, Michael launched Shocase, Southwest Florida's entertainment and lifestyle magazine. With a talented staff of over 15, Shocase Magazine provided sales, events and marketing services to a diverse clientele. Michael's sole, successful endeavor would later provide unmatched opportunities in the world of graphic design. In 2007, Michael was named the Art Director of CITY LINK magazine, responsible for the conception, design, layout and coordination of editorial and creative artwork including the full roster of visual identity for CITY LINK.

A serial entrepreneur and solutions-driven powerhouse from the age of nine, Michael has perfected the art of Brand psychology. This is evidenced in his innovative and unconventional design methods. Distinguished by its Marketing Energy + Design™ mantra, Michael exceeds every client's expectation by taking a holistic approach to brand identity. While most firms employ a segmented approach to design and marketing, MediumFour established an approach to address the needs of clients by the guiding principle of creating synergy among visual mediums since its inception in 2006.

In addition to his thriving, noteworthy career, Michael commits his time, talents, and treasures to many worthy causes. Both Michael's professional and community work have been lauded by his designation as 'Who's Who of South Florida'. Michael holds memberships in Alpha Phi Alpha Fraternity, Inc., the American Institute of Graphic Arts (AIGA), Young Professionals Network of Miami-Dade, and the Young Elected Officials Network. Furthermore, he commits his resources to the North Dade Youth and Family Coalition. More recently, Michael founded the first Justice for Trayvon Martin Foundation (Justice TM). He played an active role immediately after the tragedy, creating a website with relevant information while vigorously acquiring funds to keep advocacy for the effort mainstream. Michael traveled the country to bring awareness to the Trayvon Martin case in hopes of shedding light on the Stand Your Ground legislation, with plans to mobilize civic organizations nationally to successfully champion the efforts of a ban on the controversial Stand Your Ground law. Michael's efforts to establish The Justice for Trayvon Martin foundation caused the issue to remain at the forefront of national, regional, and local media outlets and sparked a global movement for justice.

Originally from Panama City, Florida, Michael is deeply committed to the South Florida community, where he is striving to shift the social scene for urban professionals. An avid painter and artist, Michael calls Ft. Lauderdale, Florida home.



PAUL D. WHITE, MPA

Principal • PDW & Associates

ECONOMIC & BUSINESS DEVELOPMENT CONSULTANT

PROFESSIONAL CREDENTIALS

Master of Public Administration • Howard University School of Business
Bachelor of Arts Degree History/Political Science • Morehouse College
Certified Economic Development Professional
National Development Council

BASIS FOR TEAM SELECTION

Detailed understanding of the Riviera Beach CRA/City of Riviera Beach • Statewide relationships with City, County, State and Federal elected Officials, Community and Civic Organizations • Focused on innovation, creativity, and complete customer satisfaction. Team player and initiator.

EXPERIENCE

Mr. White began his career in City Management at the age of 26 and now has over twenty years of experience in executive positions. Mr. White has served in key executive positions in communities with populations in excess of 300,000. Mr. White has also served as the chief executive in Gainesville, Fla. Population 117,000. Mr. White served as Assistant City Manager for the City of Riviera Beach and directly supervised Community Development; Parks and Recreation; Purchasing; Human Resources and the Library. Special assignments include the development on Renaissance Strategy which resulted in 150 million in residential investment along the Congress Corridor in Riviera Beach. Mr. White has led major economic development efforts in Cincinnati, Ohio; Atlanta, Ga. Gainesville and Riviera Beach, Florida. Mr. White also served as the interim community development officer for the Riviera Beach Community Redevelopment Agency and is intimately familiar with Master Plan for Riviera Beach Heights as well as the Marina.

PROFESSIONAL EXPERIENCE

- Framing messages and developing materials for effective communication with the news media, the general public,
- Developing, planning and leading communications strategies and calendars for organizing, legislative, contract, political, and other campaigns;
- Conceive and direct media events based on natural and created news opportunities. Write news releases, background pieces, advisories, fact sheets and other news-related information as well as flyers and campaign materials; write and place op-ed's and letters to the editor;
- Cultivate & maintain relationships with regional reporters and bloggers;
- Develop talking points and member training materials for large scale organizing and grassroots campaigns;
- Web and print communication program;
- Provide communication support;
- Developing email and web based campaigns; developing and supervising video and other multi-media;
- Provide advice and communications support for contract and organizing campaigns;
- Train staff in using communications in the organizing model, designing and using print materials effectively, effective use of web and email, including technical aspects;
- Supervises vendors and contractors in printing, design, public relations, video and others.



DANTÉ D. FILLYAU, MA

Managing Partner / Production Director • MediumFour

WEB DEVELOPER

PROFESSIONAL CREDENTIALS

Mechanical Engineering, BS • Florida A&M University
Graphic Design, MA • Savannah College of Art & Design

BASIS FOR TEAM SELECTION

Extensive experience and knowledge in graphic design and web marketplace capabilities.

EXPERIENCED LEADER

Graphic Design • 15 years	Web Development & Content Management • 8 years
SEO & Marketing • 5 years	Social & E-Commerce Solutions • 5 years
Web & Mobile Application Development • 5 years	
Hosting & Web Service Capabilities • 10 years	

EXPERIENCE

Dante' D. Fillyau is Managing Partner of MediumFour and a proficient webmaster and web-content manager. His eclectic interests from childhood propelled him first to earn his undergraduate degree in Mechanical Engineering from Florida A&M University, then his Master of Arts in Graphic Design from the acclaimed Savannah College of Art and Design. A love of math and his engineering experience spur Mr. Fillyau to approach each design and web project both spatially and visually, moving beyond a 2D framework. "Design is a creative outlet for me," says Mr. Fillyau. "As the main web designer, I get to blend art, design and technology." His background with magazines and agencies also fuel the nontraditional aesthetic he brings to corporate projects.

Mr. Fillyau's design and marketing career began with the launch of his own company, Baldpointe. While running Baldpointe, he was also Creative Director at The Marome Agency, where he translated client marketing objectives into comprehensive creative strategies, managing the print production as well as branding solutions for corporate and special events. As Graphic Designer at Shocase magazine, coordinated print conception and layout for the bi-monthly south Florida lifestyle guide. At MediumFour, Mr. Fillyau is presently responsible for overseeing the creation, development and management of all creative from conception to implementation for new and existing clients. He ensures that each project meshes with the clients' vision and is adept in developing creative approaches that align with clients' strategic direction and communications strategies.

Mr. Fillyau is an active member of progressive organizations such as Alpha Phi Alpha Fraternity, Inc. and the Young Professional Network of Miami. Mr. Fillyau shares what elevates MediumFour above other agencies: "I take the time to do the research of trends for that industry or product, look behind the idea and combine the two to create something different for our clients."

LaTOYA STIRRUP

Creative Solutionist • KISS T Creative Suite

DIGITAL MEDIA MANAGER



PROFESSIONAL CREDENTIALS

Bachelor of Arts Degree Communications, Minor in Spanish • Florida State University *Summa Cum Laude*

BASIS FOR TEAM SELECTION

Extensive experience in managing interactive and traditional advertising campaigns for world-class consumer brands.

Passionate about merging technology and design to develop engaging solutions and experiences.

EXPERIENCED LEADER

Digital/Interactive Advertising • 10 years
Project Management, Production • 8 years

Traditional Advertising (TV, Print, Radio, DM) • 2 years
Community Development • 1 year

EXPERIENCE

Ms. Stirrup has over a decade of experience leading award winning projects and performing in the disciplines of account management, project management, production and traffic. While working at Ogilvy & Mather and AgencyNet Interactive, which is now AgencyTen, she actively managed enterprise-level digital solutions for brands such as Slim-Fast, Promise Buttery Spread, Dove, Nickelodeon, Bacardi, Grey Goose, Island Def Jam, Ruby Tuesday, and Mike's Hard Lemonade. Upon joining La Comunidad, she expanded her experience as Director of Project Management & Creative Resource Manager by working to build the Project Management Department and establish processes for resource management within the agency. Ms. Stirrup also had the opportunity to lead all digital initiatives and delve into traditional media as well as the US Hispanic/LATAM market handling TV, print, radio, direct marketing as well as experiential projects for brands such as Volvo Cars, Converse, Time Warner Cable, Modelo Especial, Trident, and Corona Extra. Ms. Stirrup is now leveraging her diverse experience as a strategic consultant and freelance project manager/producer.

PROFESSIONAL EXPERIENCE

- KROMA Art Space – Executive Producer. Ms. Stirrup was a key driver of the creative vision, mission and purpose of KROMA. She actively led the brand development process and secured vendors to execute the creative vision, marketing collateral and PR materials. Ms. Stirrup worked closely with real estate developers, The Barlington Group, and the Collaborative Development Corporation to manage quality control leading up to the soft opening of the gallery in December 2013. Ms. Stirrup also managed the marketing and PR efforts for the opening exhibitions.
- Coconut Grove Heritage Tours – Executive Producer. Ms. Stirrup liaised with the Collaborative Development Corporation, Greater Miami Convention & Visitors Bureau and Black Hospitality Initiative to create a one-hour tour of the Village West enclave of Coconut Grove highlighting the historic landmarks and narrative of the early pioneers.
- Coconut Grove Village West GMCVB Collateral – Executive Producer. Working with the Collaborative Development Corporation, Ms. Stirrup delivered content to be used for the creation of brochures that will be distributed by the Greater Miami Convention & Visitors Bureau to inform and attract new visitors to Coconut Grove.
- 2014 Coconut Grove Art Festival – Executive Producer. Ms. Stirrup orchestrated the creative execution and production of the booth design and collateral materials that were distributed by booth volunteers at the art festival. As part of her role, Ms. Stirrup delivered design specifications to the vendors who were secured to produce the booth banners, flyers, etc.

SOPHIA NELSON

Managing Partner • Mosaic Group

PUBLIC RELATIONS MANAGER



PROFESSIONAL CREDENTIALS

Bethune Cookman University • BS, Pre-Law/Sociology Masters
University of Alabama • MS, Criminology Theory Doctoral (PHD)
Walden University • Public Administration and Policy

BASIS FOR TEAM SELECTION

Project Management, Personnel Management, Team Building and Training, Talent Recruitment
Customer Satisfaction, Organization and Follow-Through, Relationship Management

EXPERIENCED LEADER

Proficiency in Internet-based research, word processing, print layout, photo editing, presentation and email programs • Strong interpersonal skills • Demonstrated superior writing skills including experience writing op-eds, press releases, fact sheets and other media related materials • New media expertise

EXPERIENCE

Sophia A. Nelson is a life-long marketing, advertising and public relations professional having worked in the industry for more than 25 years. Sophia has worked on many accounts some which include Florida Department of Environmental Protection, The Florida Consortium of Urban League Affiliates, South Florida Water Mgmt District, Glatting Jackson/AACEOM, The City of West Palm Beach, Pahokee, Delray Beach and Riviera Beach, and as a managing partner for the Mosaic Group.

PROFESSIONAL EXPERIENCE

- Framing messages and developing materials for effective communication with the news media, the general public,
- Developing, planning and leading communications strategies and calendars for organizing, legislative, contract, political, and other campaigns;
- Conceive and direct media events based on natural and created news opportunities. Write news releases, background pieces, advisories, fact sheets and other news-related information as well as flyers and campaign materials; write and place op-ed's and letters to the editor;
- Cultivate & maintain relationships with regional reporters and bloggers;
- Develop talking points and member training materials for large scale organizing and grassroots campaigns;
- Web and print communication program;
- Provide communication support;
- Developing email and web based campaigns; developing and supervising video and other multi-media;
- Provide advice and communications support for contract and organizing campaigns;
- Train staff in using communications in the organizing model, designing and using print materials effectively, effective use of web and email, including technical aspects;
- Supervises vendors and contractors in printing, design, public relations, video and others.



DR. ALVIN JACKSON, JR.

Managing Partner - Jackson Vaughn Group

REAL ESTATE OPPORTUNITY DEVELOPMENT CONSULTANT

PROFESSIONAL CREDENTIALS

Government & Politics, BA • University of Maryland
Ministry Leadership, MS, PhD • Thomas Brown Bible College

BASIS FOR TEAM SELECTION

Extended community outreach and expertise.

EXPERIENCED LEADER

Leadership, communication and teamwork skills development • Empowered and trained staff
Rewards and recognition programs development • Enthusiastically moves organizations forward
Proven track record for leading • Published author and skilled communicator • Secured grant funds to improve the City's downtown park and saved the historic band shell.

EXPERIENCE

Dr. Alvin Jackson, Jr. is a professional management and marketing consultant specializing in solution oriented programs for public and private sector clients. His areas of expertise are:

- Outreach & Community Affairs
- Organizational Leadership & Development
- Procurement & Contracting
- Community Development
- Full-Service Marketing
- Governmental Affairs
- Economic Development

Dr. Jackson is an accomplished senior executive with over 25 years experience in local government, extensive experience in strategic planning, business management, corporate structure implementation, human resource development, procurement, governmental affairs, public involvement and media relations. Some of his noted accomplishments are as follows:

- Initiated Workforce Training Programs to increase the availability of qualified local workers needed to build Everglades Projects throughout South Florida. Secured over \$1.2 million in funding, created partnerships with the education center of Southwest Florida and Palm Beach Community College to train certified workers in heavy equipment operation and construction trades; to date over 100 students have completed the program.
- Initiated Outreach and Recruitment efforts to over 4000 small businesses for the Everglades Restoration Projects. To date over 93 small businesses in the area have earned over \$8.5 million working on reservoirs, test cells and storm water treatment area projects.
- Re-engineered the Media and Outreach Program at South Florida Water Management District. Increased positive and accurate media coverage by over 50% with exposure in national print and broadcast media.
- Led an Economic Development Strategic planning initiative in Lake County that included over 120 Businesses, Community and Educational Leaders.
- Guided a Procurement Diversification initiative for South Florida Water Management District, increasing minority vendor expenditure participation by over 168% for a total of \$60 million in one year.
- Directed Lake County's first countywide strategic planning initiative, recruiting and engaging over 3000 citizens, raised over \$100,000 and resulted in a 10-year strategic plan.

Remove from My bids

Details

Documents

Q&A

Vendor ads

Bid #745-11329 - Marketing, Branding and Public Relations Services



Time started: Mar 10, 2014 9:39:40 AM EDT
Bid contact: [See contact information](#)
Issuing agency: City of Fort Lauderdale, FL [See other bids by this agency](#)
Description: The City of Fort Lauderdale, Florida is seeking proposals from qualified proposers to provide marketing, branding and public relations services for the City's Sustainability Development Department, in accordance with the terms, conditions, and specifications contained in this Request for Proposals.

For a copy of the RFP, go to www.bidsync.com.

Classification codes: [View classification codes](#)

Regions: Florida, Broward

[Vendor viewed report](#)

Addendum # 1 - made on Apr 01, 2014 2:41:00 PM EDT

Previous Q&A End Date: Mar 25, 2014 5:00:00 PM EDT New Q&A End Date: Apr 01, 2014 4:00:00 PM EDT



How do I respond to a paper response bid?

Instructions may vary. Ask the bid [contact\(s\)](#) for this agency's process.




Minority, Women & Florida Veteran Business Certification

Upscale Events by Mosaic, LLC

Is certified under the provisions of
287 and 295.187, Florida Statutes for a period from:

03/07/2014 to 03/07/2016


Craig J. Nichols, Secretary
Florida Department of Management Services



DEPARTMENT OF MANAGEMENT
SERVICES



City of Ft. Lauderdale
Procurement Services Division, Room 619
City Hall
100 North Andrews Avenue • Ft. Lauderdale, FL 33301

Marketing, Branding and Public Relations Services RFP #745-11329



Submitted by

Upscale Events by Mosaic, LLC d.b.a. The Mosaic Group

Ann Marie Sorrell, President & CEO
405 N. Avenue of the Arts
Ft. Lauderdale, FL 33311
(954) 522-2290
www.upscalebymosaic.com