

|    | A                                    | B  | C   | D                            | E                                     | F                            | G                                    | H                           |
|----|--------------------------------------|--|---|------------------------------|---------------------------------------|------------------------------|--------------------------------------|-----------------------------|
| 1  | Upscale Events by Mosaic             |  | Revised Billable Hours 1399<br>Revised Projected Costs \$ 174,875 |                              |                                       |                              |                                      |                             |
| 2  | Scope of Work/Deliverables - REVISED |  |   |                              |                                       |                              |                                      |                             |
| 3  | RFP #745-11329                       |  |   |                              |                                       |                              |                                      |                             |
| 4  |                                      |  |   |                              |                                       |                              |                                      |                             |
| 5  |                                      |  |   |                              |                                       |                              |                                      |                             |
| 6  | DELIVERABLE                          | ACTIVITY   | TASK ORDER BILLABLE HOURS   | ESTIMATED FEES ( PER MOSAIC) | ORIGINAL SOS PROJECTED BILLABLE HOURS | ORIGINAL SOS PROJECTED COSTS | REVISED CRA PROJECTED BILLABLE HOURS | REVISED CRA PROJECTED COSTS |
| 7  | Project Management                   | Project Administration & Client Relations. Emails, Phone Calls, team Management, on-call (24/7) availability for entire term of contract) = Avg of 20 hrs./mth @ 12 months | 448   | \$ 56,000                    | 300                                   | \$ 37,500                    | 300                                  | \$ 37,500                   |
| 8  |                                      |  | 240   |                              |                                       |                              |                                      |                             |
| 9  |                                      | Staff/Mosaic Meetings ( Outgoing)  | 100   |                              |                                       |                              |                                      |                             |
| 10 |                                      | CRA Advisory Board Meetings/Updates ( Ongoing)   | 36  |                              |                                       |                              |                                      |                             |
| 11 |                                      | CRA Board Updates ( Ongoing)   | 72  |                              |                                       |                              |                                      |                             |
| 13 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 23 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 30 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 31 |                                      |  | 224   | \$ 28,000                    | 200                                   | \$ 25,000                    | 200                                  | \$ 25,000                   |
| 32 | Creative                             | Designs for CRA collateral materials, event promotions, ad campaigns and economic development materials/marketing and promotional initiatives ( Ongoing)                   | 61  |                              |                                       |                              |                                      |                             |
| 33 |                                      | CRA Signage, Flyers, Street Pole Banners, Social Media Page Imagery 9 Ongoing)   | 31  |                              |                                       |                              |                                      |                             |
| 34 |                                      | E-mail monthly & Print (Quarterly Newsletters ( Ongoing)   | 132   |                              |                                       |                              |                                      |                             |
| 35 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 36 |                                      |  | 436   | \$ 54,500                    | 275                                   | \$ 34,375                    | 163                                  | \$ 20,375                   |
| 37 | Public Relations                     | Develop CRA Communications Guidelines ( Brand Usage, Press Release Guidelines, Crisis Mgmt. Plan)  | 20  |                              |                                       |                              |                                      |                             |
| 38 |                                      | Message Development for Various Programs, Initiatives and Target Audiences ( Ongoing)  | 12  |                              |                                       |                              |                                      |                             |
| 39 |                                      | Press Release generation and distribution ( Ongoing)   | 120   |                              |                                       |                              |                                      |                             |
| 40 |                                      | Story/Editorial/Feature Article Pitches ( Local, National, International) (Ongoing)  | 40  |                              |                                       |                              |                                      |                             |
| 41 |                                      | CRA Awards Nominations ( Ongoing)  | 12  |                              |                                       |                              |                                      |                             |
| 42 |                                      | Crisis Communication ( As Needed )   | 40  |                              |                                       |                              |                                      |                             |
| 43 |                                      | Media Training ( As Needed )   | 10  |                              |                                       |                              |                                      |                             |
| 44 |                                      | Educate CRA Target Audience of CRA Projects, Programs, Initiatives ( Ongoing)  | 40  |                              |                                       |                              |                                      |                             |
| 45 |                                      | Professional Photography & Videography ( Ongoing)  | 142   |                              |                                       |                              |                                      |                             |
| 46 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 47 | Content Development                  |  | 157   | \$ 19,625                    | 150                                   | \$ 18,750                    | 0                                    | \$ -                        |
| 48 |                                      | Collateral/Promotional Material Content Development ( Ongoing)   | 12  |                              |                                       |                              |                                      |                             |
| 49 |                                      | Electronic ( Monthly ) & Print ( Quarterly ) Newsletter Content Development ( Ongoing)   | 132   |                              |                                       |                              |                                      |                             |
| 50 |                                      | Digital Media/Ad Campaign Content Development ( Ongoing)   | 8   |                              |                                       |                              |                                      |                             |
| 51 |                                      | Video Production Content Development ( Ongoing)  | 5   |                              |                                       |                              |                                      |                             |
| 52 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 53 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 54 |                                      |  | 162   | \$ 20,250                    | 150                                   | \$ 18,750                    | 20                                   | \$ 2,500                    |
| 55 | Interactive Web                      | CRA Website Programming ( Phase III ) – Interactive Application for Incentives   | 30  |                              |                                       |                              |                                      |                             |
| 56 |                                      | Website Management & Maintenance ( Ongoing)  | 100   |                              |                                       |                              |                                      |                             |
| 57 |                                      | SEO Management ( Ongoing )   | 12  |                              |                                       |                              |                                      |                             |
| 58 |                                      | Video Library for Website and Social Media Channels ( Youtube, Vimeo, IG) ( Ongoing)   | 20  |                              |                                       |                              |                                      |                             |
| 59 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 60 | Social Media Management ( Specify)   |  | 200   | \$ 25,000                    | 150                                   | \$ 18,750                    | 150                                  | \$ 18,750                   |
| 61 |                                      | Daily and Weekly Social Media Updates/Audience Building & Engagement/Social Media Response Management ( Ongoing)   | 200   |                              |                                       |                              |                                      |                             |
| 62 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 63 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 64 | Community Outreach & Engagement      |  | 182   | \$ 22,750                    | 125                                   | \$ 15,625                    | 50                                   | \$ 6,250                    |
| 65 |                                      | Attend Neighborhood Meetings and Events to stay informed of community Initiatives ( Ongoing)   | 36  |                              |                                       |                              |                                      |                             |
| 66 |                                      | Attend & Activate CRA Booth at Neighborhood Initiatives & Events ( Ongoing)  | 72  |                              |                                       |                              |                                      |                             |
| 67 |                                      | Coordinate with Economic Development Partners ( Ongoing)   | 24  |                              |                                       |                              |                                      |                             |
| 68 |                                      | Historic Sistrunk Brand Launch Event ( Feb. 10, 2017)  | 50  |                              |                                       |                              |                                      |                             |
| 69 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 70 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 71 | Consulting                           |  | 491   | \$ 61,375                    | 250                                   | \$ 31,250                    | 136                                  | \$ 17,000                   |
| 72 |                                      | Marketing to Support Economic Development Initiatives ( Ongoing)   | 50  |                              |                                       |                              |                                      |                             |
| 73 |                                      | Marketing for Development Projects, CRA Properties, Available Spaces for Lease/Sale etc  | 20  |                              |                                       |                              |                                      |                             |
| 74 |                                      | Coordinate with Economic Development Partners ( Ongoing)   | 75  |                              |                                       |                              |                                      |                             |
| 75 |                                      | Brand Ambassador/Representative at Regional/National/International Conference  | 24  |                              |                                       |                              |                                      |                             |
| 76 |                                      | Small Business Week Fort Lauderdale Coordination ( May 4-7, 2017)  | 96  |                              |                                       |                              |                                      |                             |
| 77 |                                      | Village Dine Coordination & Marketing ( September/October 2017   | 50  |                              |                                       |                              |                                      |                             |
| 78 |                                      | FTL Village District Start Weekend ( November 10-12, 2017)   | 96  |                              |                                       |                              |                                      |                             |
| 79 |                                      | ArtWalk Event Marketing ( Ongoing)   | 40  |                              |                                       |                              |                                      |                             |
| 80 |                                      | Shop Local & Your Event, Our Venue Marketing Initiatives   | 40  |                              |                                       |                              |                                      |                             |
| 81 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 82 | Team Strategic Marketing Development | Team Strategy Production   | 300   | \$ 37,500                    | 300                                   | \$ 37,500                    | 300                                  | \$ 37,500                   |
| 83 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 84 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 85 | Administrative/Indirect              | Travel and Office Administration   | 80  | \$ 10,000                    | 80                                    | \$ 10,000                    | 80                                   | \$ 10,000                   |
| 86 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 87 |                                      |  | 2680  | \$ 335,000                   | 1980                                  | \$ 247,500                   | 1399                                 | \$ 174,875                  |
| 88 |                                      |  |   |                              |                                       |                              |                                      |                             |
| 89 |                                      |  |   |                              |                                       |                              |                                      |                             |