

# LAMMERT INC.

## HISTORICAL PUBLISHING NETWORK

HPNBooks • HPN<sup>CUSTOM MEDIA  
& PUBLISHING</sup> • HPNVentures

May 24, 2019

Proposal to: City of Fort Lauderdale

For: Publication of Hardcover CITYSCAPE book on Fort Lauderdale

The following is a proposal from Lammert Inc. dba HPN Books ("The Publisher") to the City of Fort Lauderdale ("The City"), and upon acceptance by The City becomes an agreement between The Publisher and The City for publication of a hardcover pictorial CITYSCAPE book on Fort Lauderdale, FL.

**TERMS OF PROPOSAL: DESIGNATION OF PUBLISHER.** The City designates The Publisher as the publisher of its hardcover pictorial CITYSCAPE book on Fort Lauderdale. The Publisher accepts the responsibility of publishing the book according to these terms and conditions.

1. **SPECIFICATIONS.** The book will have oversized pages and will be printed on high quality book stock, case bound with standard hard cover and full color dust jacket. All pages printed in color. The book will be formatted with the showcase editorial on Fort Lauderdale in the front pages and business profiles in the back pages of the book. The length of the book will be based on the number of profile pages to be included. No more than 50 percent of the book will be taken up by profile pages. Content of the book will be color photography and text that will portray the people, the places, the economy and the lifestyle of Fort Lauderdale.
2. **PHOTOGRAPHY.** The Publisher will contract with a local photographer to produce original photography for the book. The Publisher will strongly consider a photographer recommended by The City for the position. In addition, various sources of stock photography may be used in the book.
3. **EDITORIAL.** The Publisher will contract with a professional writer to write the text for the book. The Publisher will strongly consider a writer or writers recommended by The City for the position. The City shall have total discretion of all editorial content of the hardcover book and shall also have veto privileges over the inclusion of any business in the business profile section.

4. **BUSINESS SPONSOR FUNDED.** The entire project will be funded by the sale of business profiles, which will be handled by representatives of The Publisher. No outlay of funds will be required of The City for any aspect of the project.
5. **ROYALTY AND COPIES.**
  - 5.1. The Publisher will pay to The City a royalty according to the following schedule, based upon net collection of cash revenues for business profiles:
    - 5.1.1. Four percent (4%) of profile revenue collected;
  - 5.2. Royalty will be paid to The City periodically through the sales campaign as revenues are received by The Publisher.
  - 5.3. The City will also receive a total of 650 copies of the book at no cost and may purchase additional books at the publisher's cost plus 10%, so long as these copies are ordered prior to printing.
  - 5.4. No royalty will be due and payable to The City for business profiles bartered for goods and services (i.e. lodging and food for sales representatives).
6. **NAME.** A title for the book which is mutually acceptable to The Publisher and The City will be selected. This title will remain the property of The Publisher.
7. **PROOFS.** The Publisher will furnish The City proofs of all pages prior to printing. The City will approve all proof pages prior to printing.
8. **ASSISTANCE WITH PROMOTION.**
  - 8.1. The City agrees to help acquire letter endorsements for the project from prominent individuals and groups in Fort Lauderdale. Additionally, The City agrees to have the Mayor of The City sign the "invitation" letter addressed to Fort Lauderdale business leaders inviting them to participate with business history/profile sponsorships.
  - 8.2. The City specifically grants to The Publisher the right to use The City's name and logo, with prior approval, in any appropriate way in the promotion of the book and the sale of business profile sponsorships.
9. **INDEMNIFICATION.** The Publisher hereby agrees to indemnify and hold harmless The City from any liability involving the publication of the hardcover book described in this agreement. The Publisher and The City specifically agree that The City has no responsibilities, financial or otherwise, for any aspect of this project, other than those stated in this agreement.

10. RECOGNITION. The City will be recognized in the book with The City name incorporated into the cover design and with a one-page profile in the book. The Mayor may write an introduction to the book, which will be presented on a page near the front of the book, along with a photograph of the Mayor.

For Lammert Inc. (dba **HPN Books**)



Ron Lammert  
President

ACCEPTED: \_\_\_\_\_  
City of Fort Lauderdale

DATE: \_\_\_\_\_

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