



# AGENDA ITEM MEMORADUM

Item No. 16a

## Administration

Department

**Pat Himelberger, Assistant to the TM**

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> May 22, 2012	May 11
<input checked="" type="checkbox"/> June 12, 2012	June 1
<input type="checkbox"/> June 26, 2012	June 15
<input type="checkbox"/> July 10, 2012	June 29
<input type="checkbox"/> July 24, 2012	July 13

\*Subject to Change

- |                                       |   |  |                                       |
|---------------------------------------|---|--|---------------------------------------|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports        | <input type="checkbox"/> Consent                 | <input type="checkbox"/> Ordinance    |
| <input type="checkbox"/> Resolution   | <input type="checkbox"/> Quasi-Judicial | <input checked="" type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY**  
**TOPIC: TOWN MARKETING**

**SUBJECT TITLE: Selection of Marketing Firm to Provide Continuing Professional Services for Municipal Marketing Projects**

**EXPLANATION:** The Town intends to retain firms pursuant to continuing contracts that are fully qualified to provide professional marketing and advertising services which may include but are not limited to:

- Brand concept implementation
- Development of a cohesive marketing strategy and marketing plan
- Define appropriate target markets and cost-effective means for reaching those markets
- Graphic design and creative advertisement design
- Formulation and implementation of tactical marketing steps and programs
- Measurement and analysis of the success or impact marketing efforts
- Marketing events planning and/or implementation
- Social media marketing planning and management

In order to be deemed qualified, firms responding to the Town's Marketing Services RFQ were required to have the following minimum experience and licensed in the State of Florida:

- Responding firms must have experience providing professional marketing and/or advertising services for a minimum of 5 years. If a firm has not been in existence for the required number of years, but the principals who are proposed to be assigned to the Town's contract have the requisite experience with another firm, that experience may substitute for the required experience.
- Graphic design capability and evidence of successful, creative graphic design experience for a minimum of 5 years.
- Demonstrable online marketing experience is required within the past two years.
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Six firms responded to the Town's RFQ. Of those, the following firms have been found to be qualified and are recommended:

1. Ambit Advertising and Public Relations
2. Redevelopment Management Associates
3. Opt2Web Inc.



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The recommended firms have demonstrated expertise in the areas requested. We did not receive any submissions from firms with lodging industry experience, so we will look for recommendations in that area through the Broward County Convention and Visitor's Bureau and elsewhere.

Once we have continuing contracts executed with these three firms, the Town will periodically ask them to respond to a scope of services for specific projects or assignments. Any work orders to be issued under these contracts in excess of \$15,000.00 will require Commission approval.

**RECOMMENDATION:** Deem the recommended firms as qualified and authorize the Town Manager to enter into continuing contracts with each of them.

**EXHIBITS:** Submissions from Ranked Firms.

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials CA

**REDEVELOPMENT  
MANAGEMENT  
ASSOCIATES**



Request for Qualifications  
No. 12-05-01

Submitted by: Redevelopment Management Associates  
3109 E. Atlantic Blvd. Suite B  
Pompano Beach, FL 33062  
[www.rma.us.com](http://www.rma.us.com)





## SECTION 1: LETTER OF TRANSMITTAL

May 17, 2012

Town of Lauderdale-By-The-Sea  
c/o Town Hall  
4501 Ocean Drive  
Lauderdale-By-The-Sea, FL 33308.

Re: RFQ No.12-05-01

Dear Sir/Madam:

Redevelopment Management Associates, LLC (RMA) is pleased to express our interest in providing professional services for municipal marketing projects for the Town of Lauderdale-By-The-Sea.

We understand the town's primary goal is to brand and market the Town of Lauderdale-By-The-Sea to attract new business while supporting and growing the current businesses, in particular the restaurant, retail and lodging industries.

The Town of Lauderdale-By-The-Sea is currently undergoing infrastructure and streetscaping projects and supporting the Chamber of Commerce, who is marketing the town. The services RMA will provide will be give marketing direction and services for the Town. Services proposed will include, but is not limited to the following:

1. Development of a comprehensive marketing strategy and marketing plan, which will include
  - a. Brand development and implementation
  - b. Market research
  - c. Target market identification
  - d. Advertising/PR
  - e. Social media
  - f. Step by step tactical marketing for local and tourism market
2. Town advisor and advocate for cooperative marketing and advertising
3. Meeting representative for Town Commission and Town official meetings as requested by the Town

RMA offers relevant experience in creating and implementing marketing plans, creating marketing incentives, communication and events, and is currently providing these services, among others, to several Broward County Municipalities.

The firm's office is located in Pompano Beach, Florida, with a field office in Delray Beach. RMA Principals, Christopher J. Brown and Kim Briesemeister, have extensive experience in marketing/public relations, real estate development, oversight of capital improvements, developer and business attraction, financing of public/private partnerships, developer agreements, and financial analysis. RMA is licensed and insured in the State of Florida (see attached).

In addition: RMA staff provides a range of additional services including developing and amending CRA Plans, developing and implementing five-year financial action plans, public-private partnership development, incentive development, urban design planning, marketing, public space development, parking, and land use and zoning. RMA also offers real estate brokerage and construction management services, financial management, overall project management, office administration, communications and events.

This Response includes:

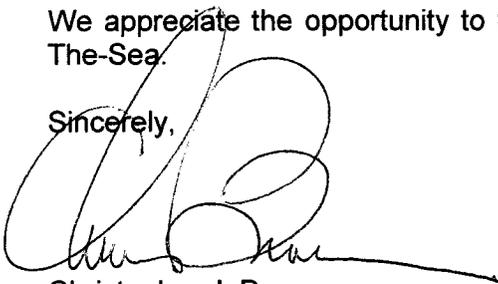
- SECTION 1: LETTER OF TRANSMITTAL
- SECTION 2: TITLE PAGE
- SECTION 3: TABLE OF CONTENTS
- SECTION 4: ORGANIZATION PROFILE AND QUALIFICATIONS
- SECTION 5: EXPERIENCE
- SECTION 6: REFERENCES
- SECTION 7: INSURANCE
- SECTION 8: ATTACHED FORMS
- SECTION 9: COMPENSATION
- SECTION 10: CERTIFICATION FORM
- SECTION 11: EXHIBITS

Our contact person is Christopher Brown, who may be reached at:

Redevelopment Management Associates (RMA)  
3109 E. Atlantic Blvd., Suite B  
Pompano Beach, FL 33062  
P: 561.706.5545  
[chris@rma.us.com](mailto:chris@rma.us.com)

We appreciate the opportunity to be part of your effort to market the Town of Lauderdale-By-The-Sea.

Sincerely,



Christopher J. Brown  
Principal Member  
[chris@rma.us.com](mailto:chris@rma.us.com)  
P: 561.706.5545  
[www.rma.us.com](http://www.rma.us.com)

SECTION 2: TITLE PAGE



Redevelopment Management Associates (RMA)

3109 E. Atlantic Blvd., Suite B  
Pompano Beach, FL 33062

[www.rma.us.com](http://www.rma.us.com)

P: 954.829.3508

C: 561.706.5545

Chris Brown, Kim Briesemeister

RFQ No. 12-05-01, professional services for  
marketing projects

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**R M A**

Redevelopment Management Associates

## **SECTION 4:**

# **ORGANIZATION PROFILE AND QUALIFICATIONS**



## **SECTION 4: ORGANIZATION PROFILE AND QUALIFICATIONS**

### **REDEVELOPMENT MANAGEMENT ASSOCIATES (RMA)**

Redevelopment Management Associates (RMA) is a company owned by its principal members, Kim J. Briesemeister and Christopher J. Brown, each of whom have been engaged in redevelopment and consulting under their own banners – for nearly 50 years combined. The RMA firm was formed in order to combine the talents of its members to provide consulting, marketing and management services to government in the field of urban redevelopment.

While our firm engages in a wide range of planning and design projects, we have specific experience for many years with Florida Community Redevelopment Agencies (CRAs) as defined in the Florida Statutes, 163 Part III. RMA proposes to provide marketing direction and implementation for the Town of Lauderdale-By-The-Sea and to create a team of sub consultants to provide specific expertise in graphic design and market research.

### **Primary Individuals Responsible for Current Project:**

Sharon West McCormick, Marketing Director – 90%

Kim Briesemeister, Managing Member – 10%

As the Marketing Director, Sharon West McCormick will be the primary point of contact for the proposed marketing projects. Ms. McCormick has over 25 years of experience in community and business development including retail, non-profit and event marketing and management, public and media relations and fundraising. Ms. McCormick was responsible for the creation and implementation of the first strategic marketing plan for the Northwood CRA District in West Palm Beach and the Dania Beach CRA Downtown and Design Districts. See Ms. McCormick's full resume below.

## **RESUMES:**

### **Kim Briesemeister, Managing Member**

***Specialized Skills: Redevelopment Agency Management; public/private partnership; financing redevelopment initiatives; vision and strategic planning.***

As a Managing Member of Redevelopment Management Associates (RMA), Kim Briesemeister serves as one of two Co-Executive Directors for the Pompano Beach, FL Community Redevelopment Agency (CRA), a tax-increment-financing district.

Ms. Briesemeister has more than 24 years of national and international experience in the redevelopment field. Briesemeister was responsible for preparing an aggressive \$200 million five-year Strategic Finance Plan and redevelopment program for the City of West Palm Beach, Florida CRA. The redevelopment plan included a thorough analysis of the existing conditions in the urban core and identified specific targeted redevelopment strategies to guide the redevelopment of the district, including a financing plan to fund the redevelopment efforts of business attraction and retention, residential and commercial development, business retention, hotel development, a transit-oriented development and neighborhood revitalization.

Ms. Briesemeister previously served as the CRA Director for the Cities of Fort Lauderdale and Hollywood. Both districts experienced explosive growth based on the redevelopment programs she created, attracting more than \$750 million in private sector investment. Projects ranged from single-family and multi-family housing developments, to large-scale multi-million dollar mixed-use projects. Many projects required complex deal structures to provide infrastructure, parking or other capital-intensive uses as well as public and private sector commitments.

### **Education and Certification:**

Associates in Specialized Business Marketing I & II,  
John T. Riordan School of Professional Development  
International Economic Development Council

### **Affiliations:**

Florida Redevelopment Association, Past President  
Urban Land Institute (ULI), Member  
The International Council of Shopping Centers, (ICSC), Florida Alliance, Past Co-Chair  
International Economic Development Council (IEDC), Member  
International Downtown Association (IDA), Member

### **Awards:**

- 1989 International Council of Shopping Centers (ICSC) Merit Award
- 1997 Florida Redevelopment Association (FRA) Roy Kenzie Award; Downtown Hollywood Marketing Program
- 2000 FRA Roy Kenzie Award; Five-year Finance Plan; City of Fort Lauderdale CRA
- 2001 FRA; Roy Kenzie Award; Best New Project; Avenue Lofts; Fort Lauderdale CRA
- 2006 Florida League of Cities; City Innovation Showcase
- 2007 ICSC Maxi Award; Branding & Marketing Northwood Village; West Palm Beach
- 2009 FRA; Roy F. Kenzie Award; Cultural Enhancement; Art & Wine Promenade, West Palm Beach, FL

## **Sharon West McCormick, Marketing Director**

***Specialized Skills: Community branding, communications and consensus building, business attraction and retention strategies, media/public relations, sponsorship, community and special events, research and analysis, and strategic marketing plans.***

Ms. McCormick joined RMA with 25 years of experience in community and business development including retail, non-profit and event marketing and management, public and media relations and fundraising. Ms. McCormick was responsible for the creation and implementation of the first strategic marketing plan for the Northwood CRA District in West Palm Beach, FL and the Dania Beach, Florida CRA Downtown and Design Districts. The marketing plan serves as a step-by-step guide for the redevelopment of a specific target area identified in the 5-year strategic redevelopment plan and is updated annually through research/evaluation of programs impact.

The Northwood Village District marketing plan included programs designed and implemented by Ms. McCormick that led to significant achievements including the receipt of an international award and two state awards. As a result of recognizing the value of communications and collaboration, public relations and editorial placement, Ms. McCormick worked continuously with area business owners and the press to increase brand awareness and improve the area's image. She established social media sites, blogs and a web site to further build recognition. Northwood Village has been featured in numerous local print publications, online blogs and magazines and notably the April 2009 issue of national publication, Southern Living Magazine.

Prior to joining RMA, Ms. McCormick served for 5 years as the Marketing & Event Coordinator for the West Palm Beach CRA. Her previous experience in retail store management, non-profit membership, fund and event development, and large-scale community event management, contributed to her ability to assess and understand the needs of small business owners, the business community and the surrounding neighborhoods. Ms. McCormick draws on this ability when developing actionable marketing, event and communications plans to improve a commercial district.

### **Education:**

John T. Riordan School for Professional Development, ICSC, Marketing I and II Certificates  
Appalachian State University, Bachelor of Science Criminal Justice, Cum Laude

### **Affiliations:**

International Council of Shopping Centers; Florida Redevelopment Association, Member  
Junior League of the Palm Beaches, Sustaining Member

### **Awards:**

- 2007 ICSC Maxi Award; Marketing Excellence — Public Relations; Branding and Marketing Northwood Village, West Palm Beach CRA
- 2009 FRA; Roy F. Kenzie Award; Cultural Enhancement; Art & Wine Promenade, West Palm Beach
- 2009 FRA; Roy F. Kenzie Award; Creative Organizational Development and Funding; Business Retention & Improvement Program; West Palm Beach
- 2011 FRA; Roy F. Kenzie Award; Marketing and Communications, Dania Beach Marketing and Rebranding Initiative

**Christopher J. Brown, Managing Member**

***Specialized Skills: Downtown management; economic development; real estate consulting and development for both private and public entities.***

As a Managing Member of Redevelopment Management Associates (RMA), Chris Brown serves as one of two Co-Executive Directors for the Pompano Beach Community Redevelopment Agency (CRA), a tax-increment-financing district.

Previously, Mr. Brown served as the Executive Director of the Delray Beach Community Redevelopment Agency for nine years. Under his direction, the CRA generated over \$100 million renovated and revitalized projects in Delray Beach. As CRA Director, he implemented a workforce housing program, established a micro-loan program for small-businesses, developed and managed downtown parking lots, completed extensive street beautification, attracted many urban housing projects, promoted residential neighborhood revitalization, created a Saturday morning Green Market, and co-ventured a million-dollar-a-year, successful downtown marketing program. The Delray Beach CRA is known for its land assemblage capabilities in which developers purchased assembled property from the agency for redevelopment purposes and known for its aggressive business recruitment program. During Mr. Brown's tenure, the Agency received more than \$3 million in grants for redevelopment.

**Education and Certification:**

Licensed Real Estate Broker, State of Florida

Licensed General Contractor, State of Florida

Bachelor of Arts, Yale University

Masters of City and Regional Planning, Masters with Architecture, University of Pennsylvania

**Affiliations:**

Congress for the New Urbanism, Member; The Urban Land Institute, Member

The International Council of Shopping Centers, (ICSC), Member

Florida Redevelopment Association - Board of Directors, 1996-2004 and President, 2001-2003

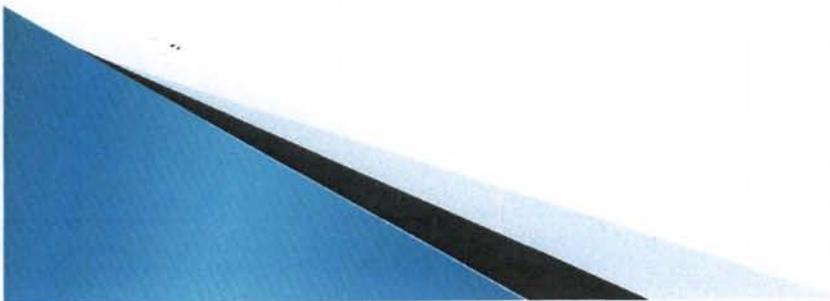
Business Loan Fund of the Palm Beaches, Inc. Board of Directors

Palm Beach Photographic Center, Board of Directors

**R M A**

Redevelopment Management Associates

**SECTION 5:  
EXPERIENCE**



## SECTION 5: EXPERIENCE

Redevelopment Management Associates (RMA) is a company owned by its principal members, Kim J. Briesemeister and Christopher J. Brown, each of whom have been engaged in redevelopment and consulting under their own banners – for nearly 50 years combined. The RMA firm was formed in order to combine the talents of its members to provide consulting and management services to government in the field of urban redevelopment.

Working together as RMA, Ms. Briesemeister and Mr. Brown serve as Co-Executive Directors for the City of Pompano Beach, Florida Community Redevelopment Agency (CRA). In 2009, RMA worked with property owners in Naples, FL, to create a Business Improvement District (BID). Currently, RMA is finalizing a Business Improvement District (BID) Plan for implementation of branding and marketing strategies for the City of Winter Park, Florida. Other current/recent clients in Florida include: City of Oakland Park CRA; City of Dania Beach CRA; and the City of Homestead CRA.

Ms. Briesemeister's areas of expertise for the past twenty-three years have been community redevelopment agency management, including the Hollywood CRA, Fort Lauderdale CRA, West Palm Beach CRA, and most recently the Pompano Beach CRA. Based on her CRA initiatives, Ms. Briesemeister has generated more than \$750 million of redevelopment activities.

Briesemeister also has more than 10 years of international redevelopment experience, including the Downtown Management Organization and redevelopment of the historic downtown district of Willemstad, Curacao in the Netherland Antilles. Her work in Aruba, as Vice President of Marketing for Meta Corporation, included repositioning a downtown complex and branding the development for the expansion of a hotel and retail complex.

Ms. Briesemeister served as President of the Florida Redevelopment Association 2006-2007.

Her other specific areas of expertise include tax increment financing and development district financing structures, downtown marketing, urban housing (both workforce and market-rate), community neighborhood organization, redevelopment strategies, and public improvements through street beautification and open space. Her success is unmatched in the industry, as witnessed by the success of the Hollywood, Fort Lauderdale, and West Palm Beach redevelopment areas. Ms. Briesemeister resides in Pompano Beach, Florida.

***“The RMA Principals have extensive knowledge of Florida State Statute Chapters on redevelopment!”***

Mr. Brown's area of expertise over the past twenty years has been community redevelopment, CRA management, urban planning, and real estate development. Mr. Brown managed the highly successful Delray Beach CRA for nine years (1991-2000) and set the basis for an enormously successful city now known for both its downtown retail development and urban housing.

Prior to and subsequent to the Delray Beach CRA, Brown spent twenty years as a real estate developer and worked for two public companies, Mitchell Energy and Development (Houston) and Campeau Corporation (Toronto). Since leaving the Delray Beach CRA in 2000, Mr. Brown

has consulted for a number of CRA's throughout Florida, and has been a partner in several real estate development projects in downtowns.

Mr. Brown served as President of the Florida Redevelopment Association 2001-2003.

His other specialized areas of expertise include retail development, workforce and market-rate housing, construction, urban planning, zoning, downtown parking, street beautification, business development, and financial feasibility analysis. Mr. Brown has participated in many public/private partnerships both in the public and in the private sectors. He currently resides in Delray Beach, Florida.

#### **Recent Projects Include:**

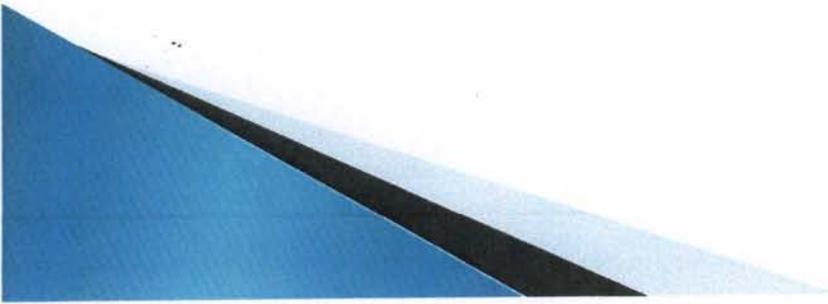
- CRA Departmental Management for the City of Pompano Beach, Florida
  - 2009 – Present; 3 Years
  - Management and staffing of Pompano Beach, Florida CRA, including, but not limited to land acquisition, construction, branding and marketing of the Pompano Beach CRA Districts.
  - Dennis Beach, City Manager; 954-786-4601, Email: [dennis.beach@copbfl.com](mailto:dennis.beach@copbfl.com)
- Economic Development Consulting, District Branding and Marketing for the City of Oakland Park, Florida
  - 2010 – Present, 2 years
  - Economic development plan for CRA
  - Brand development, marketing plan creation and implementation of LAC
  - Ray Lubomski, CRA Director; 954-630-4344, Email: [raymondl@oaklandparkfl.gov](mailto:raymondl@oaklandparkfl.gov)
- Branding and marketing strategies for the City of Winter Park, Florida Winter Park
  - 2011-2012; 1 year
  - Developed a plan for implementation of branding and marketing strategies
  - Dori DeBord, Economic Development Director, 407-599-3665, Email: [ddebord@cityofwinterpark.org](mailto:ddebord@cityofwinterpark.org)
- Creation and implementation of Marketing Plan for the City of Dania Beach
  - 2010- Present; 2 years
  - Marketing plan creation and implementation
  - Jeremy Earl, CRA Director, (954)924-6801
- Economic Development Consulting, Town of Lake Park, Florida
  - 2008-2009; 1 year
  - Consultation services for economic development
  - Kendall Rumsey, Vice Mayor, 561-889-6681, Email: [krumsey@lakeparkflorida.gov](mailto:krumsey@lakeparkflorida.gov)

Creative samples are provided at the end of the proposal.



**SECTION 6:**

**REFERENCES**



## SECTION 6: REFERENCES – REDEVELOPMENT MANAGEMENT ASSOCIATES

*References may be contacted during the Evaluation Phase.*

**Dennis Beach, City Manager – City of Pompano Beach**

100 West Atlantic Blvd, 4<sup>th</sup> Floor, Pompano Beach, FL 33060  
Telephone: (954)786-4601 (office). Email: [dennis.beach@copbfl.com](mailto:dennis.beach@copbfl.com)

**Dianne Colonna, Executive Director, Delray Beach CRA,**

20 N. Swinton Avenue, Delray Beach, FL 33444.  
Telephone: (561)276-8640 (office). Email: [dcolonna@delraycra.org](mailto:dcolonna@delraycra.org)

**Richard Blattner, City Commissioner/CRA Board, City of Hollywood**

3501 Keyser Avenue #48, Hollywood, Florida 33021  
Telephone: (954)588-0175 (personal). E-mail: [dick@dickblattner.com](mailto:dick@dickblattner.com)

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**Kim Briesemeister**

Commissioner Richard Blattner  
City of Hollywood  
3501 Keyser Avenue #48  
Hollywood, Florida 33021  
P: 954.588.0175  
e-mail: [dick@dickblattner.com](mailto:dick@dickblattner.com)

Jeremy Earle, CRA Director  
City of Dania Beach  
100 West Beach Boulevard  
Dania Beach, Florida 33004  
P: 954.924.3600  
e-mail: [jearle@ci.dania-beach.fl.us](mailto:jearle@ci.dania-beach.fl.us)

Carolyn Feimster, President  
CJF Marketing International  
2227 U.S. Highway One #274  
North Brunswick, NJ 08902  
e-mail: [carolyn@cjfmarketinginternational.com](mailto:carolyn@cjfmarketinginternational.com)  
Cell: 718.757.8489

**Christopher J. Brown**

William E. Morris, President  
Southcoast Partners  
900 East Atlantic Avenue, Suite 13  
Delray Beach, FL 33483  
P: 561.265.1390  
e-mail: [bill@southcp.com](mailto:bill@southcp.com)

Diane Colonna, Executive Director  
Delray Beach CRA  
20 North Swinton Avenue  
Delray Beach, FL 33444  
P: 561.276.8640  
e-mail: [dcolonna@delraycra.org](mailto:dcolonna@delraycra.org)

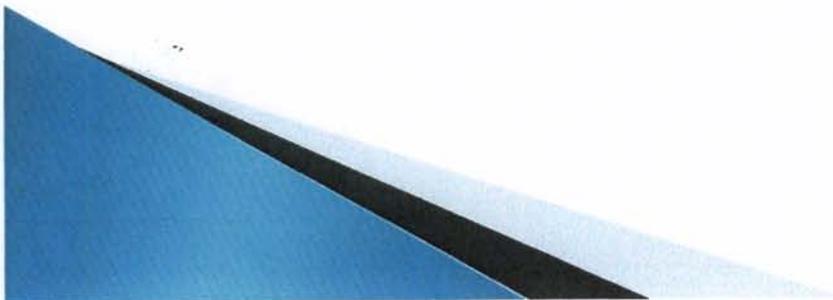
Robert J. Dockerty, President  
Dockerty Romer & Company  
70 SE 4th Avenue  
Delray Beach, FL 33483  
P: 561.330.8000  
e-mail: [drc@dockertyromer.com](mailto:drc@dockertyromer.com)

Jim Zengage, President  
Southern Development Services  
1120 South Federal Highway, Suite 200  
Delray Beach, FL 33483  
P: 561.278.3100  
e-mail: [jim@southerndev.com](mailto:jim@southerndev.com)

**R M A**

Redevelopment Management Associates

**SECTION 7:  
INSURANCE**



**SECTION 7: INSURANCE**

See attached for documents

Proof of Liability Insurance.pdf - Adobe Reader

File Edit View Window Help

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Tools Sign Comment

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**ACORD** **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YYYY)  
5/14/2012

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).

<b>PRODUCER</b> Frank H. Furman, Inc. 1314 East Atlantic Blvd. P. O. Box 1927 Pompano Beach FL 33061	<b>CONTACT NAME:</b> Amanda Harvey <b>PHONE (A/C No. Ext):</b> (954) 943-5050 <b>FAX (A/C No.):</b> (954) 942-6310 <b>E-MAIL ADDRESS:</b> amanda@furmaninsurance.com														
<b>INSURED</b> Redevelopment Management Associates 3109 E Atlantic Blvd., Ste B Pompano Beach FL 33062	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: left;">NAIC #</th> </tr> <tr> <td>INSURER A Mount Vernon Fire Insurance Co</td> <td>26522</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A Mount Vernon Fire Insurance Co	26522	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A Mount Vernon Fire Insurance Co	26522														
INSURER B:															
INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															

**COVERAGES** CERTIFICATE NUMBER: 11/12 Master 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	ADDL/SUBR INSR/ WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS								
	GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COM/POP 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					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$								
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$								
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N/A				<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">WC STATU-TORY LIMITS</td> <td style="width: 50%;">OTH-ER</td> </tr> <tr> <td>E.L. EACH ACCIDENT</td> <td>\$</td> </tr> <tr> <td>E.L. DISEASE - EA EMPLOYEE</td> <td>\$</td> </tr> <tr> <td>E.L. DISEASE - POLICY LIMIT</td> <td>\$</td> </tr> </table>	WC STATU-TORY LIMITS	OTH-ER	E.L. EACH ACCIDENT	\$	E.L. DISEASE - EA EMPLOYEE	\$	E.L. DISEASE - POLICY LIMIT	\$
WC STATU-TORY LIMITS	OTH-ER													
E.L. EACH ACCIDENT	\$													
E.L. DISEASE - EA EMPLOYEE	\$													
E.L. DISEASE - POLICY LIMIT	\$													
A	Professional Liability		SP 2009816B	8/13/2011	8/13/2012	\$2,000,000								

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



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
 9/15/2011

**PRODUCER** (386) 437-7767 FAX: (386) 437-9226  
 Hayward Brown - Flagler, Inc.  
 3200 E. Moody Blvd.  
 P.O. Box 1669  
 Bunnell FL 32110

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

**INSURED**  
 Redevelopment Management Associates, LLC  
 3109 East Atlantic Blvd #B  
 Pompano Beach FL 33062

INSURERS AFFORDING COVERAGE		NAIC #
INSURER A:	Old Dominion Insurance	
INSURER B:		
INSURER C:		
INSURER D:		
INSURER E:		

### COVERAGES

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. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR INSRG	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	BPG756311	8/12/2011	8/12/2012	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/PROP AGG \$ 2,000,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	BPG756311	08/12/2011	08/12/2012	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	<b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY AGG \$
A	<b>EXCESS / UMBRELLA LIABILITY</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE \$ RETENTION \$	756311-1	8/12/2011	8/12/2012	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000 \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under SPECIAL PROVISIONS below OTHER	155114-01	8/12/2011	8/12/2012	<input checked="" type="checkbox"/> WC STAT-L-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000



**SECTION 8:**

**ATTACHED FORMS**



**SECTION 8: ATTACHED FORMS**

- a. See Form C at end of RFQ
- b. RMA recognizes and certifies that no elected official, board member, or employee of the Town of Lauderdale-by-the-Sea (the "Town") shall have a financial interest directly or indirectly in this RQ, related contract, if any, or any compensation to be paid under or through these matters, and further, that no Town employee, nor any elected or appointed officer (including Town board members) of the Town, nor any spouse, parent or child of such employee or elected or appointed officer of the Town, may be a partner, officer, director or proprietor of Respondent, and further, that no such Town employee or elected or appointed officer shall be employed by the firm or receive any compensation from the firm for a period of at least twelve (12) months after leaving the employ or agency of the Town

# **Town of Lauderdale-By-The-Sea**



## **REQUEST FOR QUALIFICATIONS No. 12-05-01**

### **RFQ FOR CONTINUING CONTRACT FOR MUNICIPAL MARKETING SERVICES**

**RFQ OPENING: May 17, 2012 - 2:00 P.M.**

Town Hall  
4501 Ocean Drive

# RFQ FORM A

Respondent: Redevelopment Management Associates

## QUALIFICATIONS STATEMENT

**Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.**

**THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.** The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals and entities that do business under the trade name.)
  - 1.1. The correct and full legal name of the Respondent is: Redevelopment Management Associates, LLC
  - 1.2. The business is a (Sole Proprietorship) (Partnership) (Corporation). Limited Liability Corporation
  - 1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows: Christopher J. Brown, Kim J. Briesemeister
2. Please describe your company in detail.

Redevelopment Management Associates (RMA is a company owned by its principal members, Kim J. Briesemeister and Christopher J. Brown, each of whom have been engaged in redevelopment and consulting under their own banners – for nearly 50 years combined. The RMA firm was formed in order to combine the talents of its members to provide consulting, marketing and management services to government in the field of urban redevelopment.

While our firm engages in a wide range of planning and design projects, we have specific experience for many years with Florida Community Redevelopment Agencies (CRAs) as defined in the Florida Statutes, 163 Part III. RMA proposes to provide marketing direction and implementation for the Town of Lauderdale-By-The-Sea and to create a team of sub consultants to provide specific expertise in graphic design and market research.
3. The address of the principal place of business is: 3019 E. Atlantic Blvd. Suite B., Pompano Beach, FL 33062
4. The office that will serve this contract is located: 3109 E. Atlantic Blvd. Suite B., Pompano Beach, FL 33062

5. Company telephone number, fax number and e-mail addresses: 954-829-3508, chris@rma.us.com
6. Number of employees: 8 Employees and 2 Principals
7. Name of employees to be assigned to the Town's work and professional certifications or licenses and certification or license numbers or identification: Kim Briesemeister, Chris Brown, Sharon McCormick
8. Company identification numbers for the Internal Revenue Service: 26-4367102
9. Provide Broward County occupational license number, if applicable, and expiration date: 327-13386, September 30, 2012
10. How many years has your organization been in business? 4 years Does your organization have a specialty? Community Redevelopment
11. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.
  - a. The marketing plan for the City of Oakland Park, FL was presented to the City Commission on May 2, 2012. The plan was included in the ongoing scope of work for Oakland Park, but as a separate fee of \$9,500, excluding comprehensive market research. Implementation of the plan will begin by 2013 Fiscal Year.
    - i. Reference: Ray Lubomski, Community and Economic Development Director, (954)630-4344
  - b. RMA began work managing the CRA department for the City of Pompano Beach in 2009. The contract was most recently renewed on May 15, 2012 for the 2013 FY. Branding of the City has been completed and branding and marketing of districts within the CRA districts is ongoing. See below for contract amounts currently ongoing.
    - i. Reference: Dennis Beach, City Manager, (954)786-4601
  - c. RMA recently won an FRA award for marketing efforts in the City of Dania Beach. Although work within the CRA is still ongoing, the branding and creation of marketing collateral materials and a website were all completed in 2011. The total amount of the Dania Beach contract is \$68,000
    - i. Reference: Jeremy Earl, CRA Director, (954)924-6801
12. Have you ever failed to complete any work awarded to you? No If so, where and why?

13. Provide the following information concerning all contracts in progress as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date
City of Pompano Beach	CRA	\$688,000	2012	80%
Dania Beach	CRA	\$60,000	2012	45%
City of Oakland Park	CRA	\$180,000	2013	50%
City of Winter Park	CRA	\$25,000	2012	95%
City of Homestead	CRA	\$24,000	2012	90%
City of Pompano Beach	CRA	\$844,000	2013	0%

(Continue list as necessary)

14. Provide the following information for any subcontractors you will engage if awarded the contract. The list of subcontractors may not be amended after award of the contract without the prior written approval of the Town Manager

Subcontractor Name	Address	Work to be Performed
Evansewell Advertising	2915 Jupiter Park Dr., Suite 500, Jupiter, FL 33345	Graphic Design, Media Placement
Cindy Mason	1800 Northgate Blvd Suite A7 Sarasota, FL	Graphic Design
Marek Hill Design	Houston, TX	Wayfinding Sign Design
Profile Marketing Research	4020 South 57th Avenue #101 Lake Worth, Florida 33463	Surveys, Market Research
Realtime Marketing Group	61 Southeast 4th Avenue Delray Beach, FL 33483	Social Media
Wilesmith Advertising	319 Clematis St. Suite 710 West Palm Beach, FL 33401	Graphic Design

(Continue list as necessary)

Subcontractors would be determined based on specific scope of service and are for informational purposes only.

# RFQ Form B

Respondent: Redevelopment Management Associates

## REFERENCE FORM

Forms A, B & C are available in WORD format from the Town Clerk upon request.

**THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.** The Respondent guarantees the truth and accuracy of all statements and the answers contained herein.

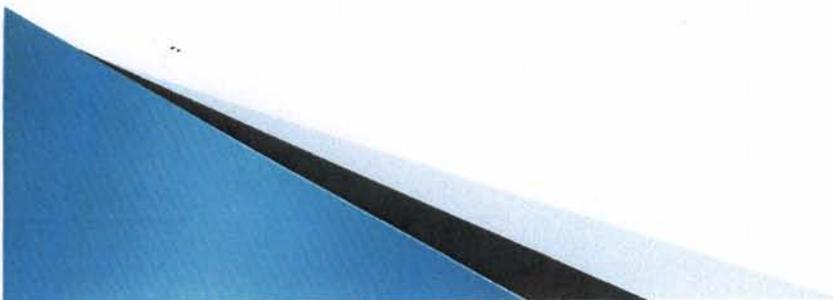
Give names, addresses, telephone numbers, and email addresses of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFQ:

1. Name of Contact Dennis Beach  
Title of Contact City Manager, City of Pompano Beach  
Email address dennis.beach@copbfl.com  
Telephone Number: 954-786-4601 Fax Number 954-786-4504
  
2. Name of Contact Dianne Colonna  
Title of Contact Executive Director, Delray Beach CRA  
Email address dcolonna@delraycra.org  
Telephone Number: 561-276-8640 Fax Number 561-276-8558
  
3. Name of Contact Richard Blattner  
Title of Contact City Commissioner/CRA Board, City of Hollywood  
Email address dick@dickblattner.com  
Telephone Number: 954-588-0175 Fax Number \_\_\_\_\_
  
4. Name of Contact Carolyn Feimster  
Title of Contact President, CJF Marketing International  
Email address carolyn@cjfmarketinginternational.com  
Telephone Number: 718-757-8489 Fax Number \_\_\_\_\_

**R M A**

Redevelopment Management Associates

**SECTION 10:  
CERTIFICATION FORM**



**SECTION 9: COMPENSATION**

Per Instructions in RFQ, the proposal shall NOT include rates or fees for any goods and/or services

**SECTION 10: CERTIFICATION FORM**

**RFQ Form C**

Respondent: Redevelopment Management Associates

**RESPONDENT'S CERTIFICATION**

**THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.** The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

I have carefully examined the Request for Proposal referenced above ("RFQ") and any other documents accompanying or made a part of this RFQ.

I hereby propose to furnish the goods or services specified in the RFQ. I agree that my proposal will remain firm for a period of 120 days in order to allow the Town adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or Respondent hereby authorizes the Town of Lauderdale-by-the-Sea, its staff or agents to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town or any other Respondent is interested in said proposal; and that the undersigned executed this Respondent's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney.

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crimes may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor, or Qualified Firm under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in Sec. 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. I further certify, under oath, that neither the entity submitting this sworn statement, not to my knowledge, any of its officers, directors, executives, partners, shareholder, employees, members or agents

active in the management of the entity has been convicted of a public entity crime subsequent to July 1, 1989.

Christopher J. Brown  
Name of Respondent

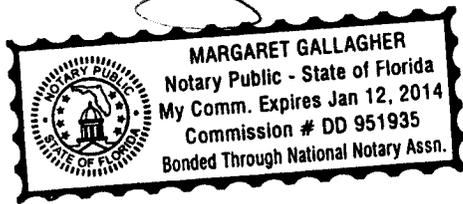
By: [Signature]  
Signature

CHRISTOPHER J. BROWN, MANAGING MEMBER  
Print Name and Title

3109 E. Atlantic Blvd. Suite B

Pompano Beach, FL 33062  
Mailing Address

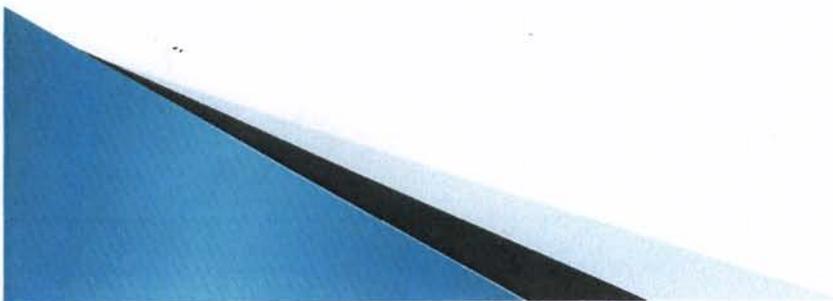
[Signature] 5.17.2012





**SECTION 11:**

**EXHIBITS/CREATIVE  
EXAMPLES**





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
5/14/2012

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).

<b>PRODUCER</b> Frank H. Furman, Inc. 1314 East Atlantic Blvd. P. O. Box 1927 Pompano Beach FL 33061	<b>CONTACT NAME:</b> Amanda Harvey <b>PHONE (A/C No. Ext):</b> (954) 943-5050 <b>FAX (A/C No.):</b> (954) 942-6310 <b>E-MAIL ADDRESS:</b> amanda@furmaninsurance.com															
	<b>INSURED</b> Redevelopment Management Associates 3109 E Atlantic Blvd., Ste B Pompano Beach FL 33062	<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A Mount Vernon Fire Insurance Co</td> <td>26522</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </tbody> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A Mount Vernon Fire Insurance Co	26522	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:
INSURER(S) AFFORDING COVERAGE	NAIC #															
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INSURER B:																
INSURER C:																
INSURER D:																
INSURER E:																
INSURER F:																

**COVERAGES**                      **CERTIFICATE NUMBER:** 11/12 Master                      **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	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	<b>AUTOMOBILE LIABILITY</b> <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						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED    RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below						WC STATUTORY LIMITS    OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	<b>Professional Liability</b>			SP 2009816B	8/13/2011	8/13/2012	\$2,000,000

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

**CERTIFICATE HOLDER**                      **CANCELLATION**

Proof of Coverage	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  Frank Furman, Jr/LT <i>F.H. Furman Jr.</i>



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
9/15/2011

PRODUCER (386) 437-7767 FAX: (386) 437-9226  
 Hayward Brown - Flagler, Inc.  
 3200 E. Moody Blvd.  
 P.O. Box 1669  
 Bunnell FL 32110

INSURED  
 Redevelopment Management Associates, LLC  
 3109 East Atlantic Blvd #B  
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INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: Old Dominion Insurance	
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INSURER C:	
INSURER D:	
INSURER E:	

### COVERAGES

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. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

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		<b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$
A		<b>EXCESS / UMBRELLA LIABILITY</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE RETENTION \$	756311-1	8/12/2011	8/12/2012	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000 \$ \$
A		<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under SPECIAL PROVISIONS below Y/N <input checked="" type="checkbox"/>	155114-01	8/12/2011	8/12/2012	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
		OTHER				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

### CERTIFICATE HOLDER

Redevelopment Management Associates, LLC

### CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE  
 J Sullivan, Jr./GRANT

**RMA**

Redevelopment Management Associates

# DANIA BEACH





**DANIA BEACH**  

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**COMMUNITY REDEVELOPMENT AGENCY**

Florida Redevelopment Association  
Roy F. Kenzie Awards 2011  
Marketing Materials



## **The starting point...**

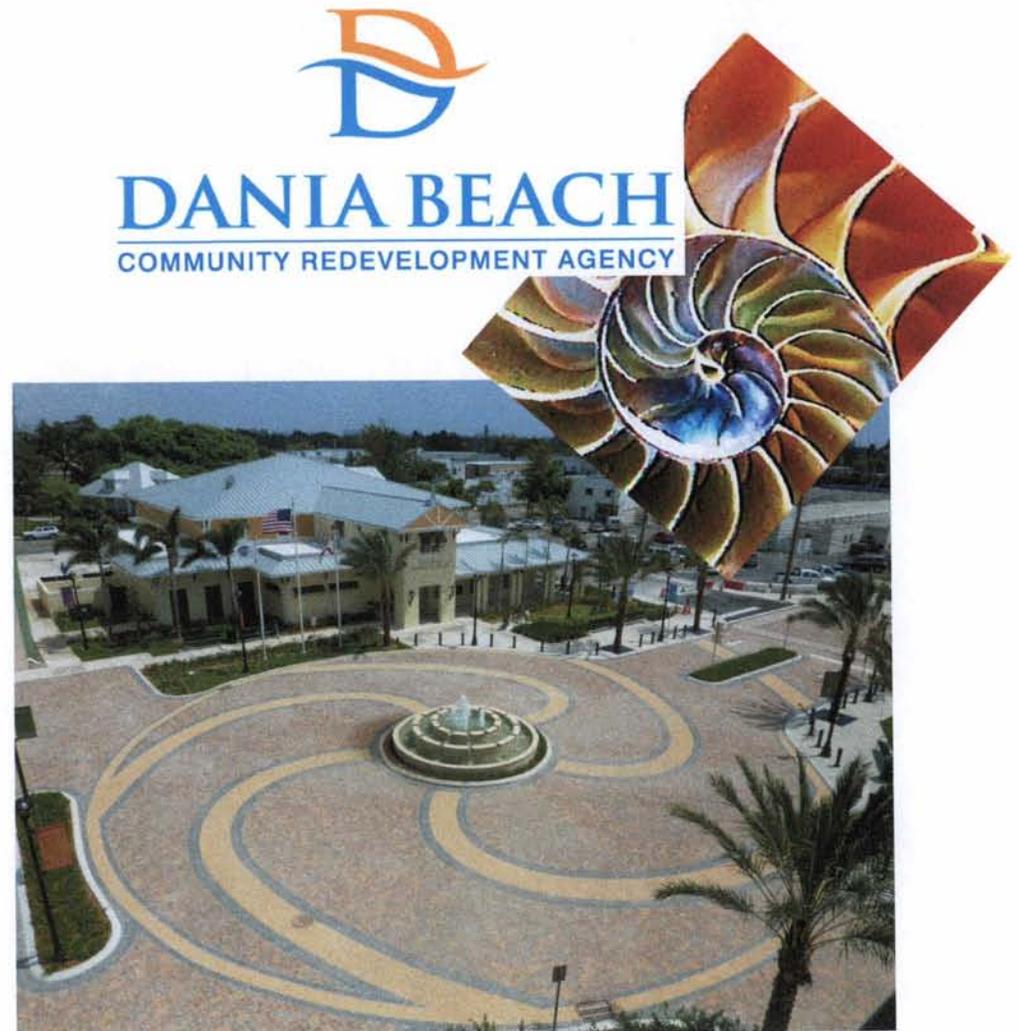
research, evaluation  
and the development of  
strategic finance and marketing plans

## **Which leads to...**

a comprehensive view for the creation of  
identifiable themed marketing materials  
including light pole banners, event  
invitation and calendar, a new CRA website,  
social media sites, promotional package  
and quarterly newsletter template

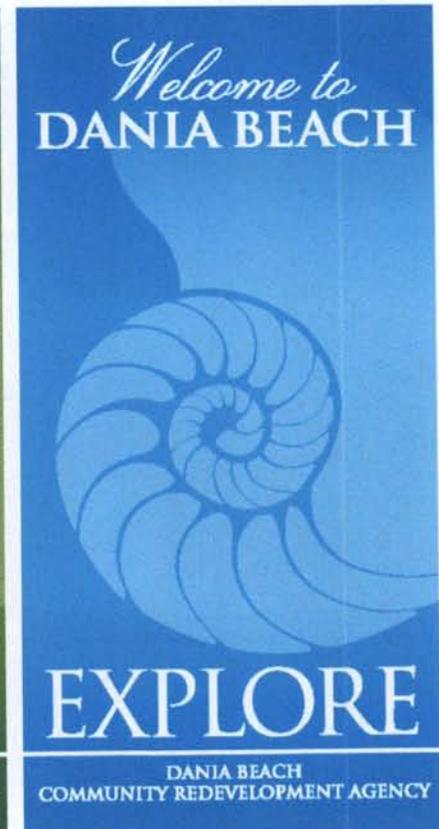
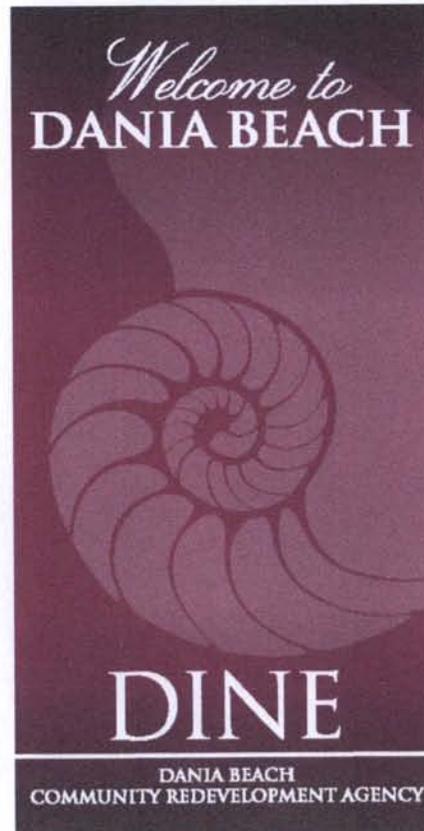
# Design Inspiration...

This comprehensive approach led to the creation of a branded marketing package designed to express the message and vision of the Dania Beach CRA in a clearly defined, colorful and identifiable theme. The overall design and theme needed to express the existing pride in Dania Beach while sharing the enthusiasm and excitement growing throughout the community about redevelopment activity. Elements used for design direction included the existing Dania Beach CRA logo and the newly completed CityCenter cul-de-sac with a nautilus themed design.



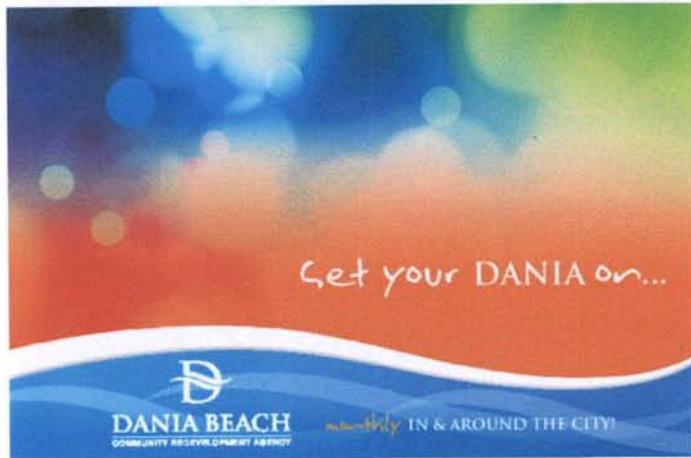
# The Results...

## Light Pole Banners



# The Results...

## Event Program & Calendar Design (with branded name badges for attendees)



Dania Beach is back on the map! And our Neighborhood Ambassador Program puts people and places together in this exciting and emerging community. Bring your friends and meet new ones in great places around the city. This is social networking at its best. We meet once a month to eat, drink and discuss everything Dania Beach. Talk shop, talk shopping, new restaurants, things to do, places to play.

### Join us AND BE A PART OF THE BUZZ!

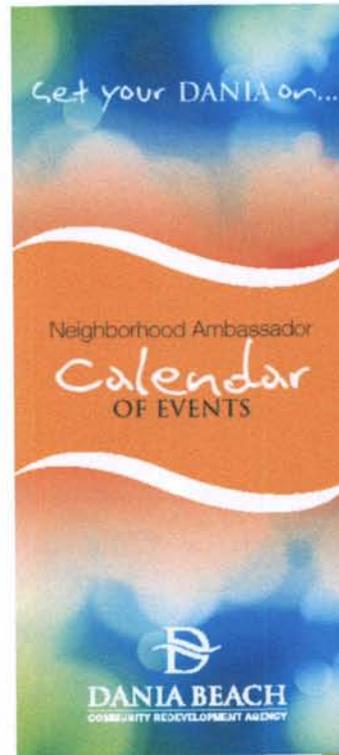
As an Ambassador you will receive:

- Invitations to all upcoming events in the city
- Special offers from area businesses
- Online updates announcing new businesses and other important information
- Special Event Volunteer opportunities
- The opportunity to make a difference in your community

**COME. MEET. MIX AND MAKE A DIFFERENCE!**

Get your DANIA on!

For more information, log on to [DaniaBeachCRA.org](http://DaniaBeachCRA.org) or call (854) 924-6801



Join us  
AND BE A PART OF THE BUZZ!

May 19, 2011  
5:30 pm - 7:30 pm  
Grampa's Bakery  
17 SW 1st Street | Dania Beach, FL

June 16, 2011  
5:30 pm - 7:30 pm  
Paolo's 3's Company  
242 E. Dania Beach Blvd. | Dania Beach, FL

July 21, 2011  
5:30 pm - 7:30 pm  
Dockers  
318 N. Federal Highway | Dania Beach, FL

Neighborhood Ambassador Events put people and places together in our exciting and emerging community. Bring your friends and meet new ones in great places around the City.

As an Ambassador you will receive:

- Invitations to all upcoming events in the City
- Special offers from area businesses
- Online updates announcing new businesses and other important information
- Special event volunteer opportunities
- The opportunity to make a difference in your community

**COME. MEET. MIX AND MAKE A DIFFERENCE!**

Get your DANIA on!  
For more information,  
call (854) 924-6801  
[DaniaBeachCRA.org](http://DaniaBeachCRA.org)



# The Results...

## First Ever CRA Website

The screenshot shows the homepage of the Dania Beach Community Redevelopment Agency (CRA) website. The header features the Dania Beach CRA logo, a search bar, and a weather widget showing "Partly Cloudy 81°F". A navigation menu includes "About the CRA", "Tourism & Entertainment", "Business & Shopping", "Design & Arts", "Marine Industry", and "Programs / Incentives". Below the menu is a "Things to Do" section with links for "Gaming & Activities", "Hotels/Lodging", "Restaurants", "Grocery Stores", and "Parks & Recreation". The main content area is divided into several sections: a large aerial photo of the Dania Beach CRA building, a "making it in DANIA BEACH" section featuring "Jaxson's Ice Cream Parlor" with a "read more" link, and an "UPCOMING EVENTS" section for June 16th featuring a "Neighborhood Ambassador Event @ Paolo's 3's Company". Below the main content is a "FROM THE DIRECTOR" section with a video thumbnail and the text "A Sustainable Future For Dania Beach, FL". At the bottom, there is a "Did You Know?" section stating "The new parking garage in Dania Beach offers electric car charging stations." Logos for the Dania Beach Chamber of Commerce and Dania Beach CRA are also visible.

# The Results...

## Social Media Pages Facebook, Twitter, youtube



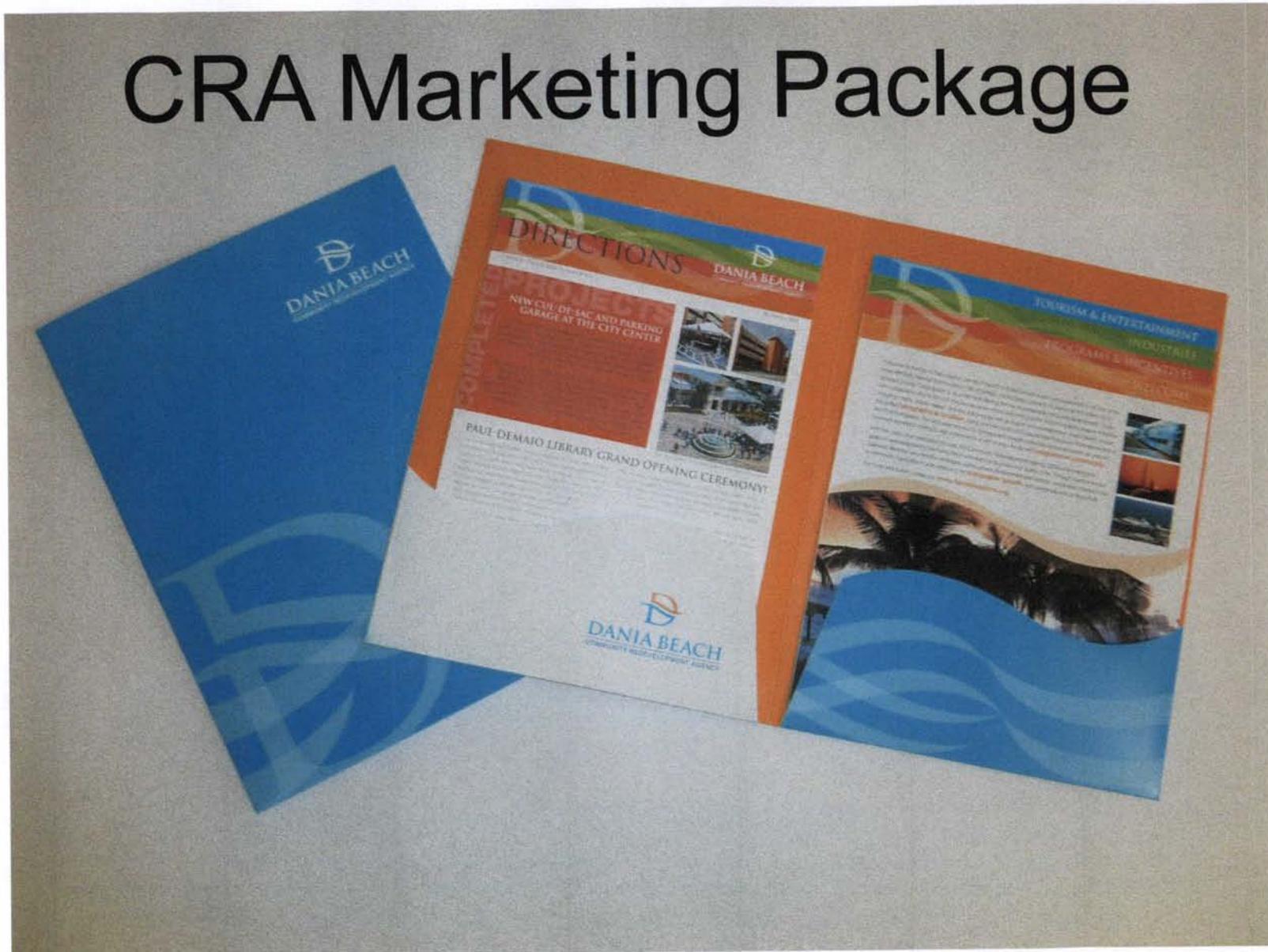
# The Results...

## Quarterly Newsletter Template



# The Results...

## CRA Marketing Package



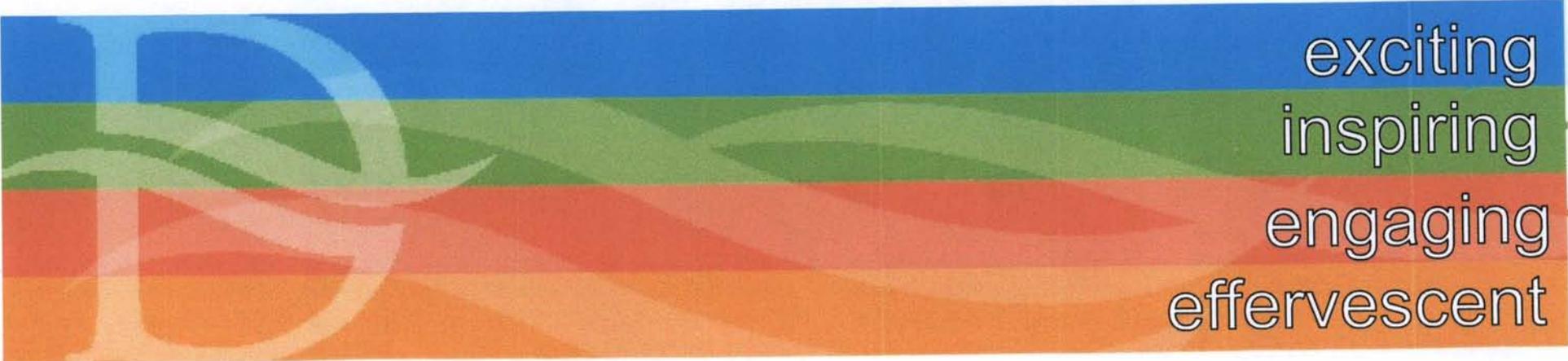


The Conclusion...

A comprehensive, consistent,  
message from the



**DANIA BEACH**  
COMMUNITY REDEVELOPMENT AGENCY

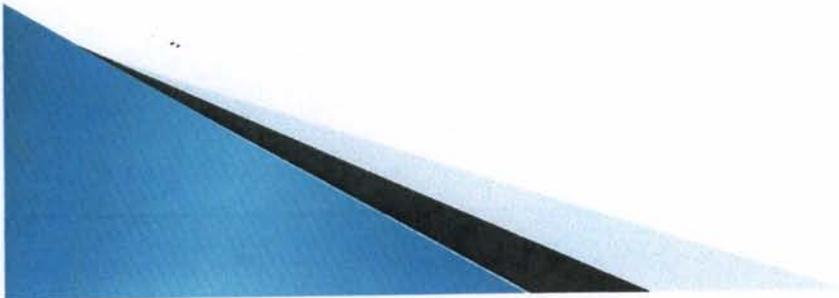


exciting  
inspiring  
engaging  
effervescent

**R M A**

Redevelopment Management Associates

# NORTHWOOD VILLAGE





Placemaking in Florida FRA  
2009 Award Winner:

*Cultural  
Enhancement*

West Palm Beach Community Redevelopment Agency

October 29, 2009

YOU'RE INVITED...

NIGHTS IN NORTHWOOD Village



In the beginning...

# little or no foot traffic,

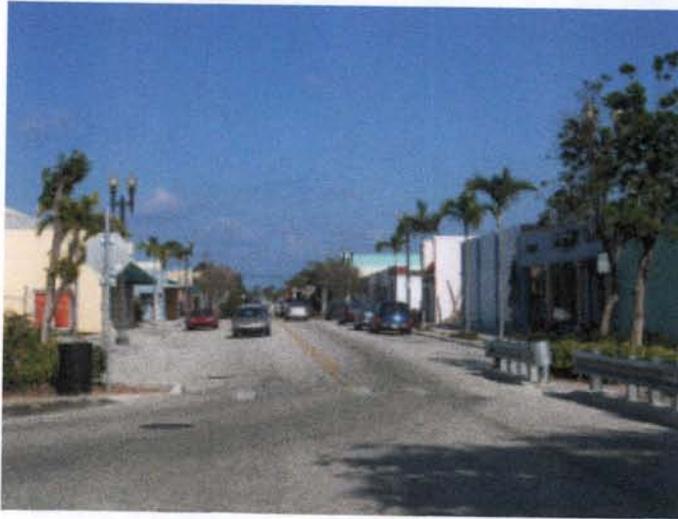
even during daytime events!



Northwood Road at Spruce



Northwood Road at Dixie Highway



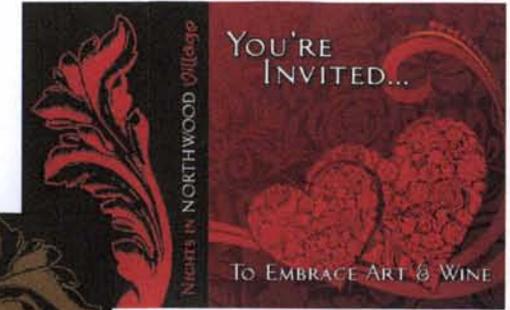
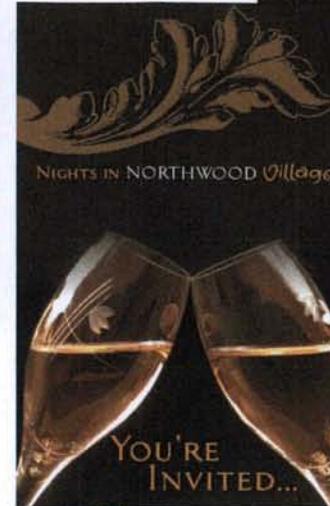
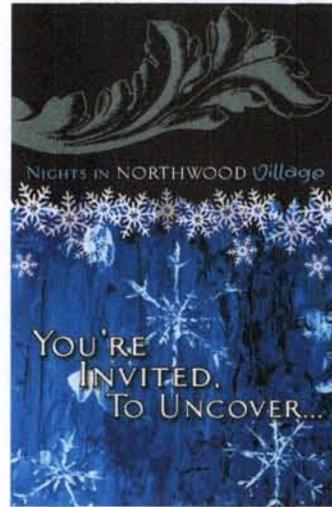
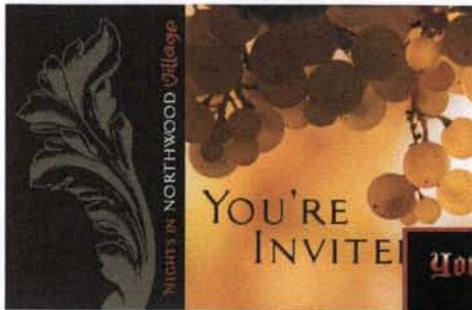
Northwood Road at Broadway



Northwood Village visitors during  
a daytime special event

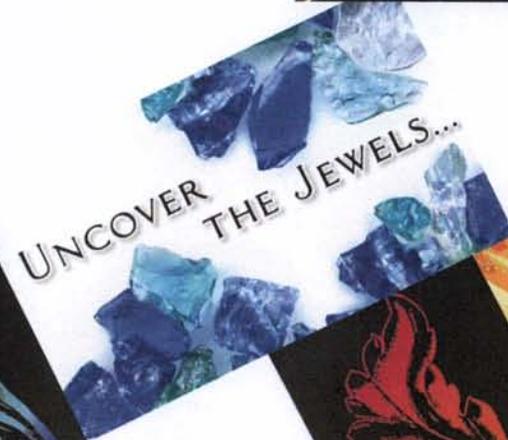


# Invitations



Examples of exciting event invitations themed for the occasion.

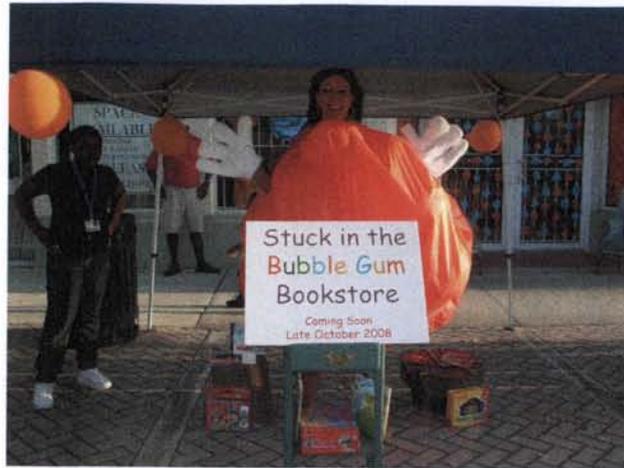
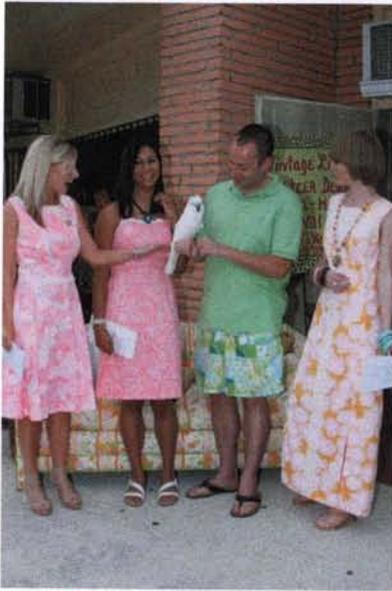
1200 printed, thousands e-mailed and promoted through social media outlets for each event.



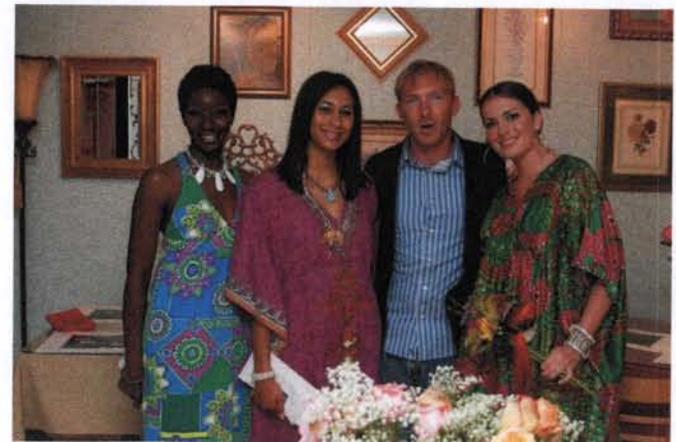
# Sight...The Visual Arts



# Sight... Vintage Fashion and More



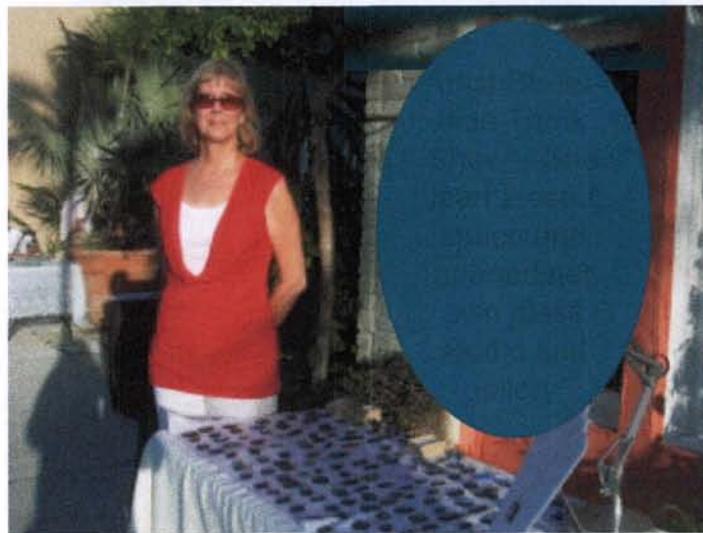
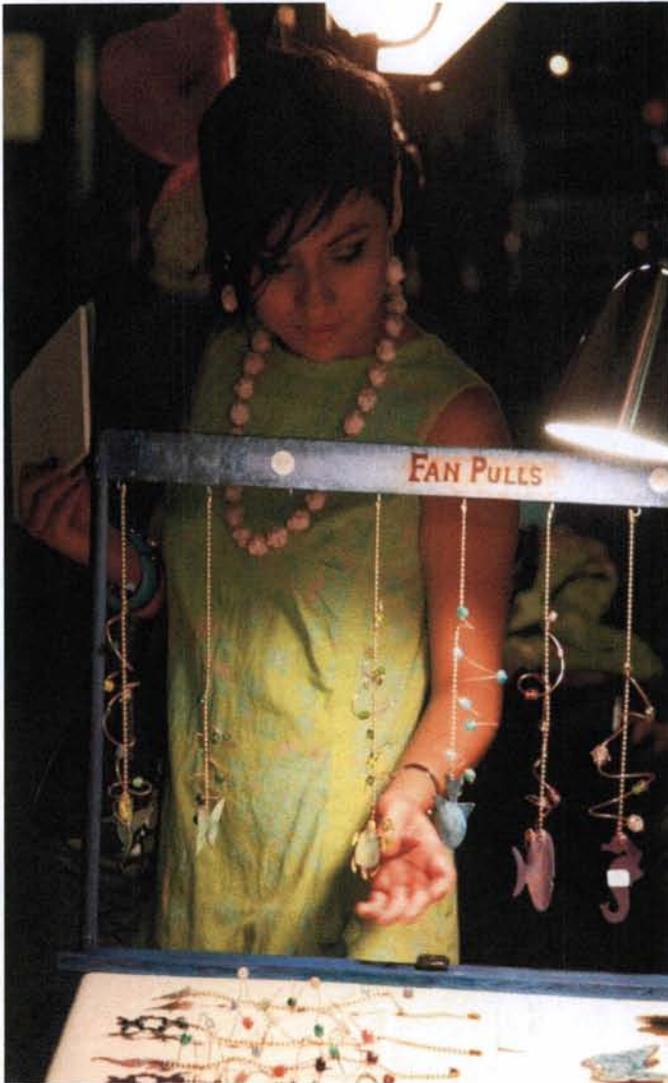
Example of one event theme: Focus on Fashion  
Vintage Lilly Pulitzer and Retro 70's Fashion Show  
with participation by various merchants including Stuck in the Bubble Gum Bookstore,  
hosting their own children's fashion show



# Sound... A Variety of Live Music and Cheerful Friendly Conversation

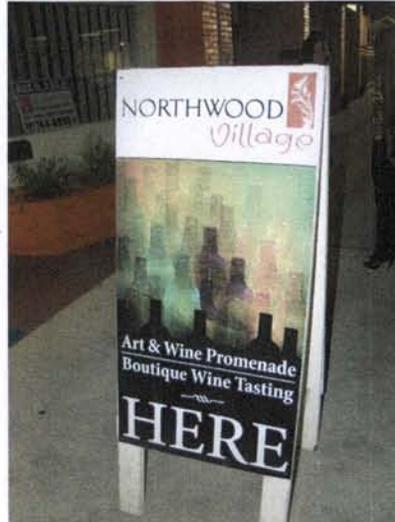


# Touch...Hand-Crafted Soaps and Jewelry



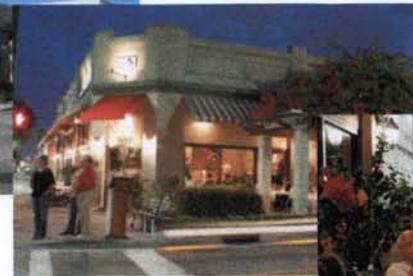
# Taste and Smell...Food and Wine

## Delightful Sensations!



Almost a year later... *The Sixth Sense* – “Feeling” – has been transformed

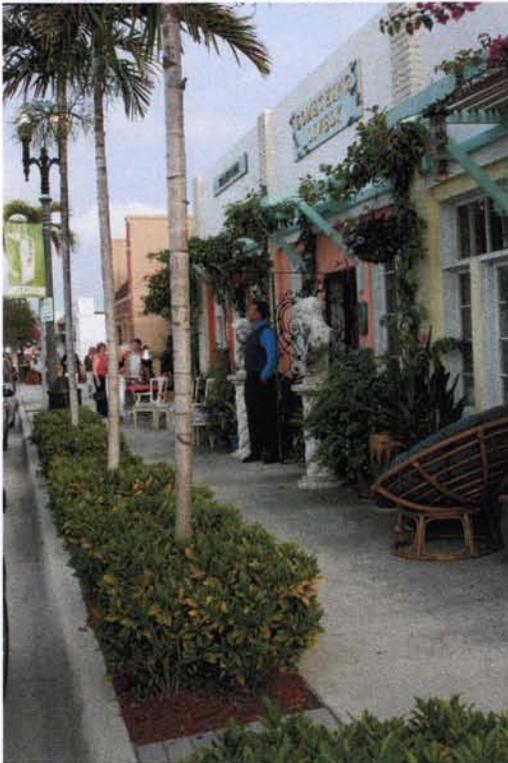
Remember the “before”



Great Food



Here's the “after”...



Before



Great Friends



Great  
Media Coverage



# POMPANO BEACH



# Color Background

In certain cases, it will be necessary to print the color logo on a color background. The Logo should only be printed on the approved colors shown here. The Logo should not be printed on any other color. See LOGO DON'TS (p. 12).

**IMPORTANT NOTE:**

The illustrations on the right do not imply that the Logo should be contained in a box of any kind. Rather it is to show how the Logo should appear when knocked out of a larger area of the aforementioned colors.



10% OF PMS 348



20% OF PMS 7459



20% OF PROCESS YELLOW



20% OF PMS 130

FOUR COLOR PROCESS (CMYK)

C: 10% M: 0% Y: 10% K: 5%	C: 15% M: 0% Y: 5% K: 5%	C: 0% M: 10% Y: 20% K: 0%	C: 0% M: 0% Y: 20% K: 0%

## Core Element

Our logo (Logo) is the core element of our visual identity. It should be seen on everything we do from letterheads and advertising to promotional items and brochures.

The Logo consists of four elements: the sun, the fish, the water, the Pompano Beach logotype and the tagline "Florida's Warmest Welcome". It should not be redrawn, digitally manipulated or altered in any way.

The Logo must always be reproduced from a digital master reference. This is available in eps, jpeg and gif formats. Please ensure the appropriate artwork format is used.

For more information, please refer to USAGE (p. 8).

4-Color PMS Logo



Usage  
All promotional items and 4-color commercial printing that can use PMS.

5-Color PMS Logo



Usage  
All promotional items and 5-color commercial printing that can use PMS.

1-Color PMS Logo



Usage  
All promotional items and 1-color printing.

4-Color Process CMYK Logo



Usage  
All CMYK commercial process printing.

1-Color B&W Logo



Usage  
All b&w newspaper.

1-Color Gray Logo



Usage  
An optional b&w for commercial printing.

# Stationery Templates

## TEMPLATES

Stationery templates and master artwork files have been produced and can easily be used. Contact the Public Communications Director for a complete set of files.

The following templates are available:

Letterhead

Business Card

No. 10 Envelope

## LETTERHEAD

The recommended font for the body copy is Helvetica Neue 47 Light Condensed in a size 10pt font with 13pt leading. The letter should begin 2.5 inches from the top of the letterhead and 1.5-inch margins should be observed on either side.



# Stationery Templates

## BUSINESS CARD

The business card template was designed to accommodate most names, titles and email addresses. Below are the fonts, sizes and leading used.

### Department

Helvetica Neue 57 Condensed 11pt

### Name

Helvetica Neue 47 Light Condensed 10pt

### Title

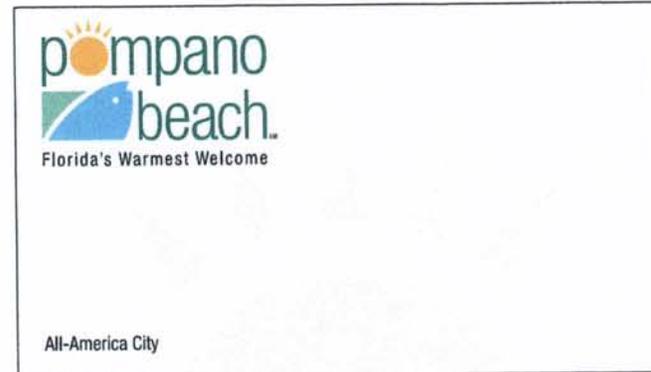
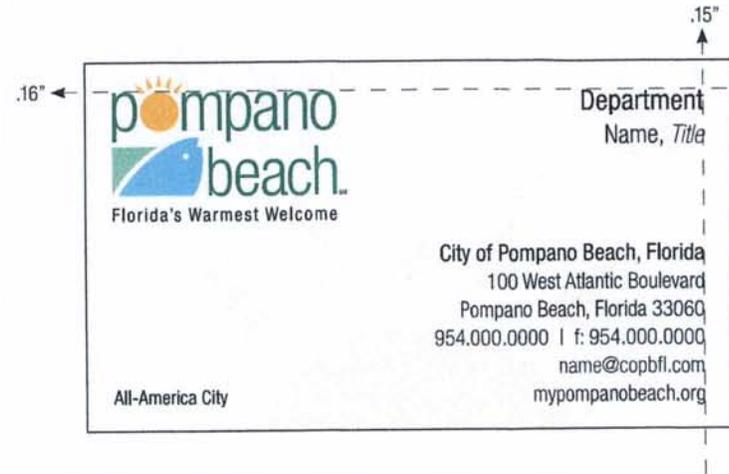
Helvetica Neue 37 Thin Condensed Oblique 10pt

### Location

Helvetica Neue 57 Condensed 11pt

### Address/Phone Numbers/Email Address/Website

Helvetica Neue 47 Light Condensed 8.5pt over 11pt leading

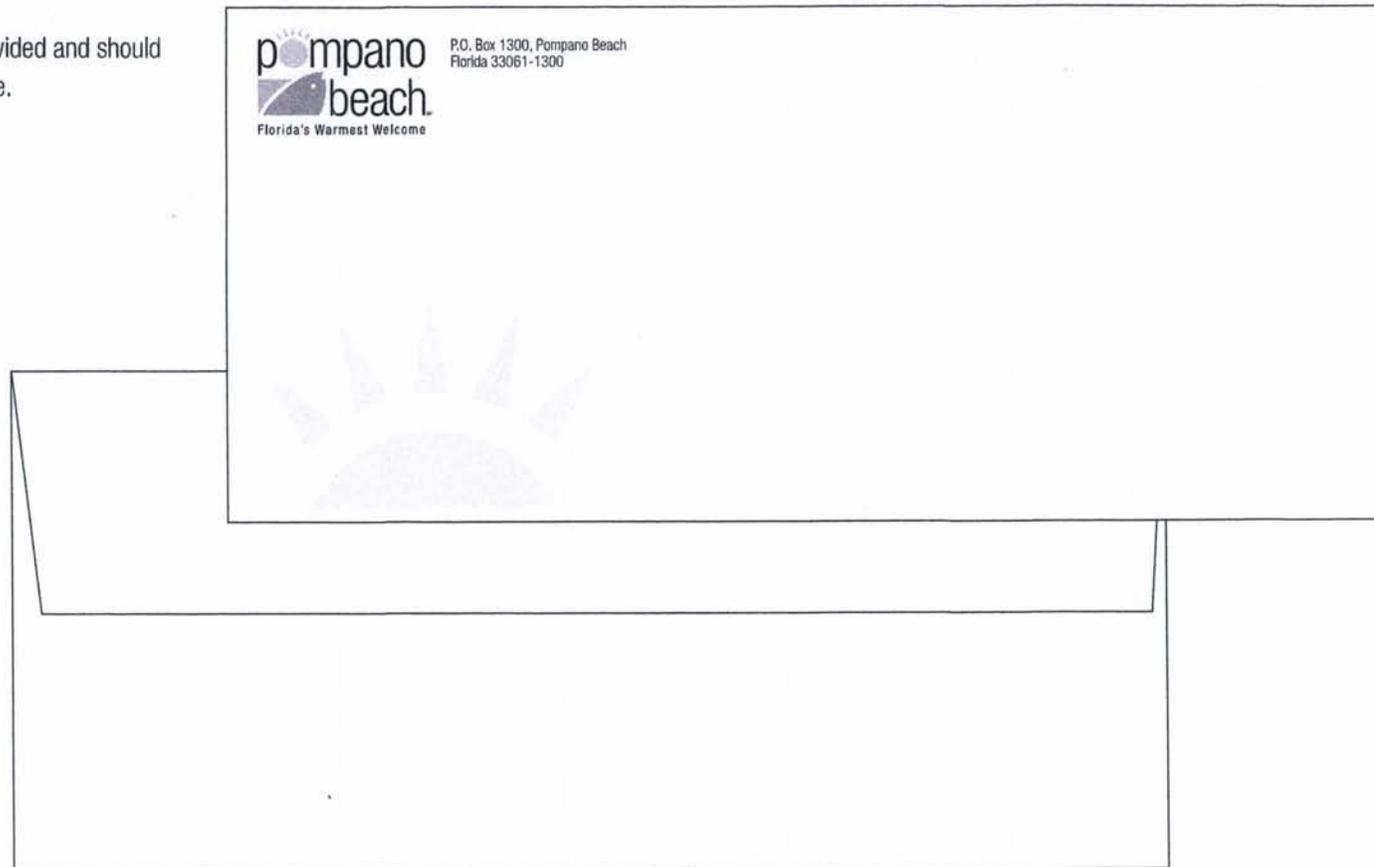


Business card shells for imprinting

# Stationery Templates

## NO. 10 ENVELOPES

Envelope templates have been provided and should be used for official correspondence.



**AMBIT ADVERTISING  
AND PUBLIC RELATIONS**

Town of Lauderdale-By-The-Sea  
Continuing Contract for  
Municipal Marketing Services  
RFQ No. 12-05-01

RESPONSE FROM:  
Ambit Advertising and Public Relations  
2601 East Oakland Park Blvd., Suite 301  
Fort Lauderdale, FL 33306  
(954) 568-2888  
Contact: Kathy Koch  
May 17, 2012



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## executive summary

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### AMBIT ADVERTISING AND PUBLIC RELATIONS

Ambit has been providing award winning marketing from our Broward County location for 25 years. Our focus on economic development and tourism has supplied opportunities for us to serve many South Florida cities and other government entities, as well as a wide range of private sector business-to-business and business-to-consumer clients.

We have developed marketing and/or branding strategies for 12 public agencies within the tri-county area. Each of the assignments was awarded based on an RFP with assignments completed successfully within the original contract period. In every case, where contracts enabled extension to multi-year, Ambit has been retained for additional services.

We have a track record for working collaboratively with agency staff to build on combined strengths, creating and implementing marketing campaigns that generate enormously effective results.

Ambit's team individually and collectively are experienced in all areas of marketing, traditional and interactive, with expertise in print collateral design, web and electronic ad campaigns, social media, videos and public and community relations. We are expert at planning events and promotions. Recognizing the importance of "a good interview," we provide media training to clients as well as securing speaking opportunities. Creating partnerships and coalitions with public and private entities is a natural for us, as we seek to multiply our marketing with value-added benefits.

## executive summary

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### THE NUTS AND BOLTS...

As an integrated communications firm, we have diverse in-house capabilities, including

- Research
- Strategic Planning
- Branding
- Advertising (Print, Broadcast, Out-of-home, Online)
- Public Relations, Media Relations, Media Training
- Web and Graphic Design
- Social Media (Facebook, Twitter, YouTube, Mobile Texting, QR codes, Google Maps)
- Promotions
- Collateral Design
- Direct Mail
- E-marketing/newsletters
- Media Planning/placement

Ambit is financially stable, maintaining a 25 year history with SunTrust bank.

The firm has received numerous local and national design awards and has been recognized as Small Business of the Year by the *South Florida Business Journal*.

Ambit is an elected member of the American Association of Advertising Agencies (only 20 percent of U.S. agencies are A.A.A.A. members).

Ambit's staff is fluent in English, Spanish, Russian and Ukrainian. Ambit is a woman-owned, SBE Certified vendor for the State of Florida and is Women Certified.

Through our core staff of professionals, the Town of Lauderdale-By-The-Sea will receive the highest level of creativity, strategy and implementation services all with unparalleled passion.



## project team

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The core team members below will provide marketing services to the Town of Lauderdale-By-The-Sea. Each brings unique experience and skills to the process.

Kathy Koch and Diana Hanford will represent the firm to the Town of Lauderdale-By-The-Sea. They will be supported by Ambit's in-house staff of experienced professionals. The quality of Ambit's work is assured by the hands-on approach of Ambit's senior professionals.

Key professionals on the Town of Lauderdale-By-The-Sea marketing team:

- Kathy Koch, President and Creative Director **PRIMARY CONTACT** 15%
- Stan Brown, Executive Vice President - Research / Strategic Planning 15%
- Diana Hanford, Account Director **SUPERVISOR** 20%
- Cindy Malin, Senior Account Executive 15%
- Bonnie Epstein, Art Director 10%
- Nataliya Pidluzhna, Graphic Artist 15%
- Mary Rygiel, Media Planner and Buyer 10%

## project team

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KATHY KOCH  
President and Creative Director

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Kathy founded Ambit in Pittsburgh with a focus on commercial and residential real estate clients. Ambit's unique campaigns gained a reputation for filling office buildings, retail centers and residential projects.

Within its first three years, Ambit became one of the area's largest agencies with clients spanning 11 states and 18 cities. Ambit clients included Jones Lang LaSalle, Grubb & Ellis, Coldwell Banker, Sarakreek USA, Axiom Property Management, Resources Property Management and Ducat Place (Moscow).

When Kathy relocated to Broward County, her love of economic development led her to become involved with the Broward Alliance. When Kathy chaired The Alliance in 2008, she led the process to create a new brand and marketing strategy, changing the name from Broward Alliance to Greater Fort Lauderdale Alliance because, "Nobody moves, vacations or gets on a plane to go to Broward... it's always to Fort Lauderdale or South Florida."

Under Kathy's creative direction the agency continues to create campaigns that produce positive results and win industry recognition (Addy Awards, Desi Awards, Walton Awards, FRA).

Kathy was recognized as Corporate Business Woman of the Year and South Florida Most Influential Women from the *South Florida Business Journal*, Volunteer of the Year by the Florida Economic Development Council, and has been recognized for her professional achievements by numerous local and national organizations.

A leader in the South Florida community, Kathy has chaired:

- Greater Fort Lauderdale Alliance
- Coordinating Council of Broward
- Women's Executive Club

Serving on the board of directors of:

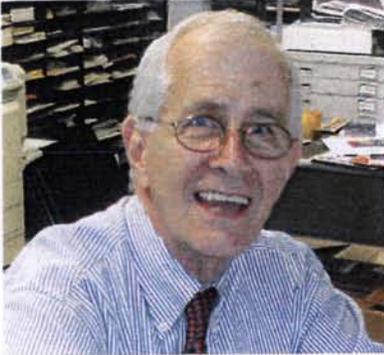
- Broward College Foundation
- Broward Workshop
- Museum of Art Fort Lauderdale
- Greater Fort Lauderdale Alliance
- United Way of Broward County
- Tower Forum

## project team

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STAN BROWN

Executive Vice President - Research / Strategic Planning



With a combination of varied career experiences, Stan Brown's professional background has served as a strong base for developing insight and understanding for a wide variety of marketing projects at Ambit.

Stan oversees client strategic planning at Ambit including online and social media campaigns. An integral part of Ambit for the past 18 years, Stan has a real estate development background and was formerly CEO of a real estate development company with residential, commercial and retail projects to his credit in numerous east coast cities including Boston, Raleigh/Durham, Pittsburgh and many cities in Florida.

He has keen insight into economic development and served for eight years as chair of the City of Fort Lauderdale Community Redevelopment Agency Advisory Board, on the City of Fort Lauderdale Economic Development Steering Committee and on various RFP selection committees within the City. He also has served as a member of the board of directors for the Greater Fort Lauderdale Chamber of Commerce.

Stan is a former trustee of Urban Land Institute, and responsible for launching their highly successful national publication "Urban Land." He has served on numerous ULI Advisory Services Panels as an economic development expert.

In the earlier part of his career, Stan developed the 21 acre Grotto Bay Beach Resort in Bermuda, and created its internationally known brand of dramatic caves, for which it is recognized today.

Stan is a graduate of Duke University.

## project team

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DIANA HANFORD

Account Director

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Diana is a marketing professional with more than 17 years experience in the public relations and advertising industry skilled in the development and execution of highly effective multi-media campaigns for corporate, non-profit, municipal and consumer markets.

Diana spent six years as Media Relations Manager for FOX Sports Florida/Sun Sports where she was responsible for media/public relations for two Fox-owned and managed Florida regional sports networks serving more than 6.5 million television homes across 10 DMAs. She developed, wrote and executed strategic campaigns to promote network operation, live telecasts and original programming.

She was previously Director, Marketing and Network Promotions for Ion Television Network (PAX TV) where she oversaw network marketing and branding efforts, supervising production of network advertising sponsorships and advertising buys in national trade and consumer publications.

Diana specializes in developing marketing strategies to exceed client goals including creative social media initiatives. She has account experience with the Joe DiMaggio Children's Hospital Foundation, Boynton Beach Community Redevelopment Agency, Broward Health, Broward County (2010 Census) and the City of Fort Lauderdale.

Diana is a graduate of Loyola University.

## project team

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CINDY MALIN  
Senior Account Executive

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Cindy Malin is a seasoned public relations and marketing professional with more than 20 years of experience.

Cindy spent six years with the Seminole Tribe of Florida heading up public relations, advertising and sales initiatives for their tourism entities. She secured millions of dollars in national and international media coverage and was highly effective in reducing marketing budgets and increasing sales.

Previously, she spent ten years with the Greater Fort Lauderdale Convention & Visitors Bureau where she served as point person for national and international media inquiries and was instrumental in changing Greater Fort Lauderdale's perception from a Spring Break hot spot to an upscale resort destination.

Cindy is a member of the Society of American Travel Writers and is a graduate of the University of Florida.

## project team

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BONNIE EPSTEIN

Art Director

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As art director for the Manhattan West Group, Bonnie designed and produced campaigns that increased sales for numerous performing arts organizations and businesses in Manhattan. She created advertising campaigns for New York City and New York State. An incredibly diverse designer, Bonnie is skilled in conceptual creative, design and branding. Her unique perspective can be seen in Ambit's work including advertising and promotion, video and photo shoot direction, and website/interactive design.

Bonnie has won numerous awards for her creativity in the successful promotion of clients' products, services and brands. She has provided the creative spark to campaigns for Cities of Tamarac, Sunrise, Boynton Beach, Delray Beach, Hallandale Beach, Oakland Park, and Lauderhill.

She is a graduate of the School of Visual Arts, New York.

## project team

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NATALIYA PIDLUZHNA

Graphic Artist

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Nataliya is a graphic designer proficient in concept design, corporate identification, photography and type management. She is proficient in Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, QuarkXPress, Adobe InDesign, Adobe Premier Pro and Acrobat.

She was a graphic designer for *Socialite Magazine* at the Global Russian Media House, a London-based publishing company and has studied sales techniques, market research, campaign advertising, public relations, integrated marketing, communications and industry surveying.

Nataliya is fluent in Russian and Ukrainian and holds a Bachelor of Science in Advertising from The Art Institute of Fort Lauderdale and a Bachelor of Science, English and Persian Language and Literature from Kharkiv National Pedagogical University.

## project team

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MARY RYGIEL

Media Planner and Buyer

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Mary, a strategic part of the Ambit team for the past 10 years, brings more than 30 years of media planning and buying experience in several markets, with a strong emphasis in business and tourist attraction. She is adept at developing media strategies and execution for a wide range of retail, consumer, and business to business accounts, both English and Spanish.

She recently completed the media buy for the City of Hollywood. Last year's campaign was recognized for increasing tourism by 27%.

Mary was Vice President and Director of Media Services at Yesawich, Pepperdine & Brown/ Orlando (now known as Y Partnership) where she directed the media planning and buying of all the agencies' accounts including Resorts International (now Atlantis), Radisson Diamond Cruises, La Costa Resort & Spa, Melia Hotel Group, Helmsley Hotels, Lee County, FL Convention and Visitors Bureau and Universal Studios.

She has won the AWRT Max Award of Excellence.



## resources, facilities and equipment

Ambit's team of 8 professionals enjoys working in 2,800 sq. ft of contemporary office space located at 2601 East Oakland Park Blvd. in Fort Lauderdale. Our space is designed without doors so that creative energy naturally flows from one space into another and back again. There's always a soft chatter with an occasional "Yay!"

### RESEARCH DATABASES:

- AMIGO (Advertising, Marketing, Industry, Global – Online) contains press trade articles
- BUDDY (Business Demographics and Data) Creates detailed profiles of geographic areas from the entire U.S. down to zip code level
- CREW (Creative Running Everywhere Worldwide) database containing millions of creative campaigns from more than 50 countries in five media
- ProQuest: business and management news resource: more than 3,000 trade journals, newspapers, and local regional publications
- Fresh Press: Provides marketing and business news feeds from all over the Web giving up-to-the-minute content from major news sources, blogs, social media and Web apps
- Through our membership in the American Association of Advertising Agencies, we have access to databases of statistics, original research documents, surveys and white papers on important industry topics with additional databases including Trademarkscan®, HOOVERS® (business information), FACTIVA® (Dow Jones journalists) and MRI Reporter (demographic profiles and media habits of various demographic groups.)

### AMBIT RESOURCES INCLUDE THE FOLLOWING MEMBERSHIPS:

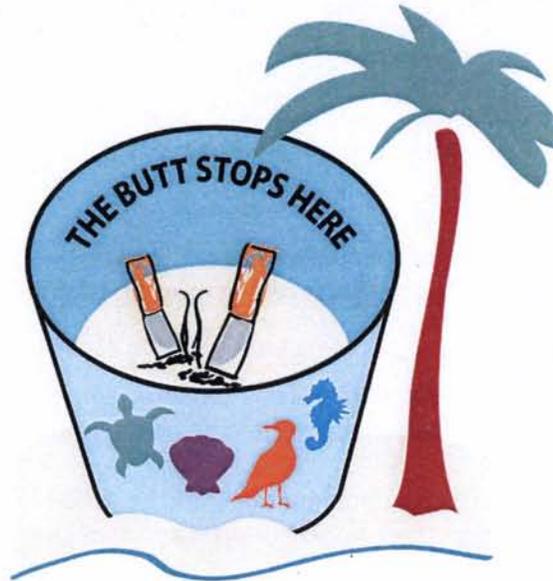
- American Association of Advertising Agencies
- Broward Workshop / Broward County's largest business (executive committee)
- Florida Restaurant and Lodging Association / tourism, hospitality (executive committee)
- Greater Fort Lauderdale Alliance / economic development (executive committee)
- Public Relations Society of America (PR)

## expertise and related experience

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The campaigns you will see on the following pages, including each featured logo/brand is original work created by the Ambit team. We hope it will give you a taste of our strategic creativity and will help you imagine the extraordinary results we can bring to Lauderdale-By-The-Sea.

### Lauderdale-By-The-Sea



John Boutin, General Manager of the Windjammer Resort and Beach Club was tired of seeing cigarette butts littered on Lauderdale-By-The-Sea's pristine beaches. He retained Ambit to design a playful, eye-catching logo to launch "The Butt Stops Here" campaign, which provided small buckets filled with sand to hotel guests who planned to smoke while they were on the beach. The bucket of butts was emptied into a container upon their return to the hotel, keeping the beach clean for everyone.

## Boynton Beach CRA creative strategy / results



Five years ago, the new Boynton Beach CRA needed a brand to help businesses and residents understand what the agency did. "East Side. West Side. Seaside Renaissance" was a perfect message, but there was much work to be done. We initially divided the work into buckets:

Market the homeowner's assistance programs in the lower income neighborhoods and develop a unique newsletter for the "Heart of Boynton" residents.

Design a strategy to promote the trolley so that EVERYONE knew where to jump on and off. We created colorful trolley stop signs and a user friendly map/schedule that were added to the new CRA Ambit designed website. With ridership increasing, we created a program for advertising, and used any vacant space to promote CRA events.

New developers wanted collateral with messages that would stimulate moves into their own projects. The first "report to the community" detailed the steps the CRA was taking to promote business and new projects on the drawing board. Soon, local developers were asking for copies of the report to send to their own prospects.

Ambit created a local sponsorship package for downtown events. The "Ocean Avenue Concert Series" and "Movies on the Ave." attracted thousands of people. Local businesses purchased sponsorships and the consensus from the local restaurants was that "business is up!"

We provided support to businesses through an interactive Google map designed by Ambit. "Where the locals go" featured 500 businesses, many with their own video of the owner giving the viewer a tour. The website map was an instant hit.

We designed a new logo as well as a series of nautical banners for the Boynton Harbor Marina.

The CRA took every opportunity to show their human side which provided opportunities for Ambit to create wonderful and personal holiday cards.

The public relations that Ambit provided helped bring to light each wonderful step the CRA took to improve the area and the quality of life for Boynton Beach residents.

All of the campaigns and individual projects supported the CRA brand and have helped drive business to Boynton Beach. The campaigns were consistent winners at the Florida Redevelopment Association. The Google map won an Addy award for interactive media online.

Today, 5 years after the campaign started, the number of businesses has increased from 300 to 500.

**BOYNTON BEACH  
CRA AREA**



**RESIDENTIAL  
IMPROVEMENT  
GRANT  
PROGRAM**

Get Free Dollars for  
Home Exterior  
Improvements



**BOYNTON BEACH  
CRA**



**LET US  
HELP YOU  
BECOME A  
HOMEOWNER**

Affordable Housing  
Financial Aid On  
50 Select Units

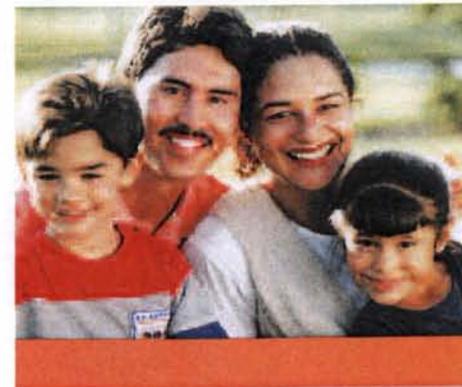


**BOYNTON BEACH  
CRA**



**HOME BUYER'S  
ASSISTANCE  
PROGRAM**

Financial Aid  
to Help First-Time  
Homebuyers  
Achieve Their Dream



**BOYNTON BEACH**  
COMMUNITY REDEVELOPMENT AGENCY



Leading The Way To  
Quality Growth

# BOYNTON BEACH STYLE

## CRA DISTRICT PROJECTS

With numerous townhome, condo, retail and office projects approved, in progress, or completed, the CRA has put Boynton Beach on a path of redevelopment that blends the past with the future, strengthens the city's commercial and residential base, and creates exciting new benchmarks of community excellence and economic vitality. Notable CRA District projects include:

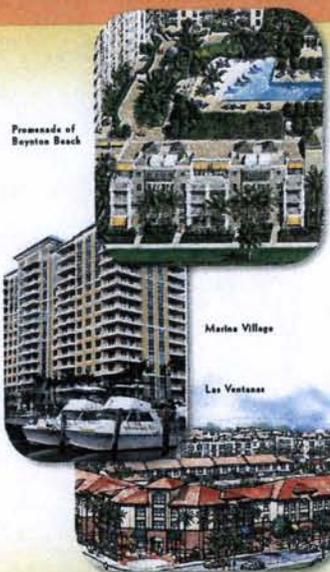
**Boynton Harbor Marina** – CRA purchase and ongoing restoration of former Two Georges Marina to preserve public access to waterways.

**Marina Village** – \$102 million project of condo residences with retail and commercial space on Intracoastal.

**Boynton Beach Boulevard Extension and Promenade Park** – Award-winning project created gateway to marina district and new waterfront park and events area.

**Promenade of Boynton Beach** – \$125 million downtown waterfront project with luxury condos, hotel suites, retail and commercial space.

**Las Ventanas** – Rental apartment/retail complex developed in response to critical need for rental properties caused by wave of condo conversions.



Promenade of Boynton Beach

Marina Village

Las Ventanas

## PROGRAMS & GRANTS

From making homeownership more attainable to helping residents and business owners rehabilitate their properties, the CRA has a number of programs to provide direct assistance to those who live and work in the CRA District.

**Commercial Facade Improvement Grant Program** – Assists local businesses in improving the exterior of their buildings.

**Direct Incentive Program** – Provides incentives for the creation of an affordable space, public parking or other enhancements to the community.

**Homebuyer's Assistance Program** – Provides interest free down payment assistance to qualified first time homebuyers in the CRA District.



**Affordable housing in action:**  
CRA Chairman Jerry Taylor and CRA Executive Director Lisa Bright welcome Faith Dickens and her daughter to The Preserve.



SUMMER 2007

# HEART BEAT

CRA UPDATES ON THE HEART OF BOYNTON

**From the CRA Chairman**

**PLANNING AND BUILDING A GREAT DOWNTOWN**

Knowing that dynamic downtowns are made, not born, the CRA has embarked on the creation of Downtown Master Plan - 2007. The plan's objectives are to create a distinctive identity for the downtown area, preserve the City's heritage by making optimum use of the waterfront, natural environments and existing structures, and chart a course for future growth.

San Francisco-based urban planning firm EDAW has been selected to conduct visioning workshops with the City, CRA officials and property owners and prepare their interpretation of the community's vision in a three-dimensional model. Both the CRA and EDAW place a high value on the relationship between natural environments and the larger community. EDAW will combine their experience and specialized perspective to make downtown Boynton Beach a destination of choice for businesses and residents.

A vital aspect in communicating the vision of downtown, the

**CRA Chairman  
Henderson Tillman**

Master Plan will assist in establishing funding priorities, managing redevelopment activities, and aiding economic development.

As we observe the progress of current projects designed to energize Boynton Beach's downtown area, we eagerly embrace the coming Downtown Master Plan - 2007 as a key long-term tool in the big job of managing redevelopment.

All of us at the Boynton Beach CRA look forward to partnering with EDAW, the City of Boynton Beach and our citizens on the implementation of this history-shaping planning project.

*H. Tillman*  
Henderson Tillman  
Board Chairman, Boynton Beach CRA

**HENDERSON TILLMAN HONORED FOR WORK IN HEART OF BOYNTON**  
The Boynton Beach Faith Based Community Development Corporation (CBDC) has named Henderson Tillman a recipient of their annual community award. The award recognizes individuals who play a vital role in the growth of the Heart of Boynton.

## H.O.B. Residential Improvement Grant Offers Free Dollars for Home Fix Ups

Eligible Heart of Boynton property owners can still receive financial support from the CRA through the H.O.B. Residential Improvement Grant Program launched in September. If you own a residential property in the Heart of Boynton, you may qualify for up to \$50,000 in funds for a wide range of home repair and upgrades, including air conditioning, electrical, hurricane shutters, landscaping, painting, plumbing and roofing.

The Residential Improvement Grant program covers exterior residential projects, including rental or income properties, if there are no outstanding City or County code enforcement violations or other liens on the property. The program may be used only one time in a two-year period for any one property.

The Heart of Boynton Residential Improvement Grant gives residents the opportunity to add value to their properties," stated CRA Chair Henderson Tillman. "It also gives the community an enhanced appearance that benefits everyone."

To begin the application process, visit or call  
**The Boynton Beach Faith Based Community Development Corp.**  
 9191 N. Seacrest Blvd., Boynton Beach, FL 33435  
 Phone: 561-752-0303 Hours: M-F, 8 a.m. to 5 p.m.

## Sponsorship Opportunities

**Looking for something fun to do?**

**Visit Boynton Beach**

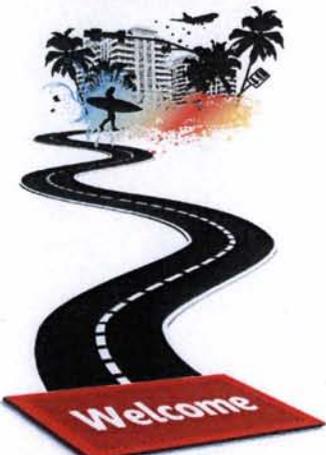
**DOWNTOWN BUSINESSES**

...where the locals go!

**www.boyntonbeachcra.com/map**

17

**We're putting out  
the welcome mat to  
business.**



Contact the Community Redevelopment Agency (CRA) for information on the following programs:

- Commercial Rent Subsidy
- Commercial Interior Build-out
- Small Business Development Program
- Business Signage Improvement Grant Program
- Free Business Video and Google Mapping
- Commercial Façade Grant Program

**Boynton Beach.  
The smart place to build  
your future.**



561.737.3256  
www.boyntonbeachcra.com

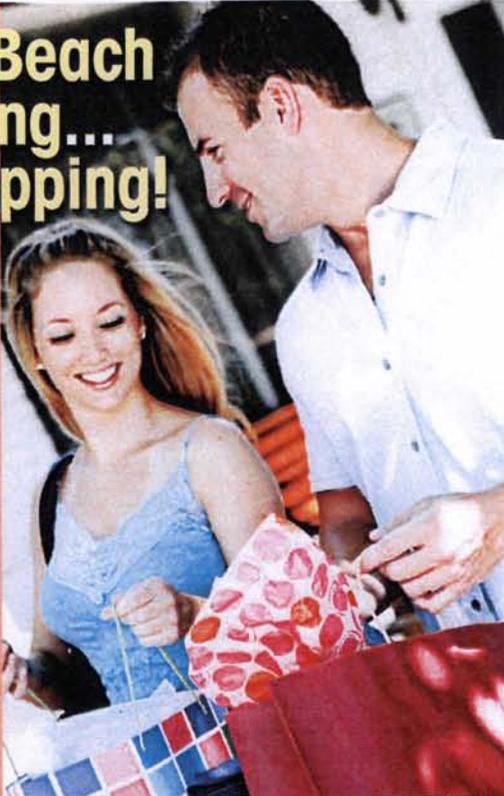
# Boynton Beach is hopping... and shopping!

Ideally located in the heart of affluent Palm Beach County, Boynton Beach is the hot spot for retail growth and development.

The door is open for investors, developers and growing retailers to find:

- Dynamic retail opportunities through strategically-located commercial properties
- Fast-growing downtown with emerging destination appeal. Approved projects include quality retail, offices, townhome and condominium properties.
- Developer-friendly City leadership with direct incentives for large-scale projects.
- Excellent demographics with more than 40 percent of Palm Beach County's population living within 10 miles of Boynton Beach, wielding an average household income of more than \$62,000.

To give your retail plans a Boynton Beach boost, call 561-737-3256 or visit us at [www.boyntonbeachcra.com](http://www.boyntonbeachcra.com)



**NEW DEVELOPMENTS IN BOYNTON BEACH**



561-737-3256 www.boyntonbeachcra.com

community logos





# ARTSPARK

AT YOUNG CIRCLE

Ambit was selected to design the logo that branded the ArtsPark at Young Circle in Hollywood in 2007. We created a campaign that invited residents and visitors to enjoy visual and performing arts that were melded with the huge baobab trees and the interactive fountain. Our branding, advertising, collateral, web design and online advertising helped create an immediate success, attracting journalists and photographers from around the world. Today, the Park is filled with families and couples, especially in the evenings and on week-ends.

Ambit was selected in 2010 to promote tourism in Hollywood. Ambit's \$500,000 media buy included value-added of \$215,000. This free placement included bonus TV spots, free online impressions, and free print placement.

At the end of the first year (November 2011), the campaign had attracted 27% more tourists year-over-year than the previous November, an unprecedented increase. Visits to the website increased 165%, noting that 65% were new visitors and 16% of new visitors found the site on their smart phone. Ambit's contract was renewed.

This month, we helped create and shoot a 30-minute TV episode titled "Affordable Luxury" through Florida Travel + Life that will debut on the Discovery Channel on March 24th.

To stimulate additional downtown activity, the City recently announced a Free Parking campaign. Ambit created the strategy for promoting the new benefit, including public relations, collateral, street signs and banners. Shoppers and retailers seem happy thinking that getting a parking ticket won't be part of the downtown experience any more!

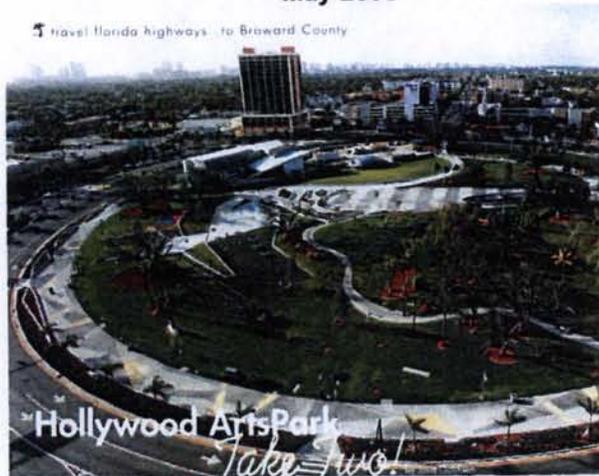
Ambit created an economic development brochure that was used at this year's ICSC Dealmaking Conference, resulting in several inquiries and site visits to Hollywood.



# FLORIDA

MONTHLY  
SINCE 1981  
May 2008

Travel Florida highways to Broward County



Hollywood Arts Park  
*Take Two!*

Revitalizing Joseph Young's "Dream City" in Florida's Hollywood County is now home to the Hollywood Arts Park. Four years in the making, the cultural enterprise is now open to Broward County Mayor Marc Goldblatt. Manager Carmen Berman and seven city commissioners.

A \$5 million grant from Broward County, matching funds from the city of Hollywood and investment of early supporters spearheaded the park. Phase I included re-zoning the park, the surrounding traffic circle and the infrastructure. The Visual Arts Facilities comprised Phase II. In 2005, the Greater Hollywood Arts Foundation raised additional funds needed for Phase III, which includes the performing arts pavilion and its amphitheater.

"Going after the county grant for the Arts Park was actually my idea as a resident. I'm extremely grateful that it was created and funded that it is being enjoyed by so many residents," says Mayor Goldblatt.

The foundation is a small organization put together to raise private funds to complement the public funds for the Arts Park. "The foundation president, Steve Goldmann, says, 'There are still 15 million needed, and that is where I get involved.'"

The city leaders and funders essentially went to redevelop Young Circle in the 1970s and '80s when Joseph Young incorporated three large circles of land located along his planned principal business. One of the circles became the site of

a 10-acre park, which was later called Young Circle. As one of the earliest designated by design to create an area in the region at the time, it always seemed a place for the community's cultural and artistic expression.

### The Greater Young Circle Park is the centerpiece of development with a parkway to provide for quality events.

The Greater Young Circle Park was the centerpiece of development, providing a backdrop for events including the Mark Gans Florida Tropical St. Patrick's Day Parade in Festival, Volo Park, and the Florida night display, says Larry Weisman, published with Arthur Public Relations.

Despite its initial popularity, Weisman recalls that the 1980s saw Young Circle Park diminish in importance and support, partly due to its aging infrastructure, the use of other entertainment venues, and the emergence of other downtown districts. And even with these issues, Goldblatt was not originally an advocate of the revitalization. She turned down the Community Redevelopment Agency's offer to pay \$2 million in 1998 for the old park.

"I wish the timing wasn't right. I thought we ought to see what we could do something really special to make an area central

Enjoy

# FREE PARKING

IN  
DOWNTOWN  
HOLLYWOOD

- 8am - 8pm: 3 hour time limit for on street parking
- 8pm - 8am: no time limit for on street parking
- Restrictions apply on Young Circle
- For more information call 954-924-2980

**HOLLYWOOD**  
FLORIDA  
COMMUNITY REDEVELOPMENT AGENCY  
WWW.HOLLYWOODCRA.ORG



**Grow your business in  
HOLLYWOOD  
FLORIDA**

**HOLLYWOOD FLORIDA**  
COMMUNITY DEVELOPMENT AGENCY  
WWW.HOLLYWOODFLA.GOV  
954-924-2980

**Sophisticated...  
yet laid back**

**H**ollywood is known for its quaint neighborhoods, a booming central business district with arts and entertainment, shopping and dining, and Florida's only oceanfront "Boardwalk."

Hollywood combines cultural diversity, creativity and the outdoors in a strategic, business-friendly location:

- 5.5 million residents in South Florida area
- Pro-business tax structure
- Business friendly government that fosters a stable, thriving local retail sector
- Unmatched quality of life with sunshine and warm weather
- Diverse, multicultural population with 85,000 new residents projected by 2025
- Convenient to three international airports and the world's busiest seaport
- Highly capable workforce
- World-class universities nearby



**A magnet for 3.2 million  
tourists annually**



- 3.2 million annual visitors
- 5,150 hotel rooms; exceeded national average for hotel occupancies
- The Westin Diplomat Resort
  - 39-story beachfront convention hotel
- 346 restaurants
- Fort Lauderdale/Hollywood International Airport
  - 21.1 million passengers annually
  - 20 consecutive months of growth
- Port Everglades
  - 3.2 million cruise passengers annually
  - Fast becoming the #1 cruise port in the world



- Strategic location at the business center of Florida
- 10 minute drive to Fort Lauderdale/Hollywood International Airport
- 30 minute drive to Downtown Miami, Miami International Airport and Port of Miami
- 10 minute drive to Port Everglades
- Conveniently located between I-95 and US-1 corridors



**Businesses  
thrive here**

**O**ur brick-lined Downtown District is home to sidewalk cafes, nightclubs, shops, art galleries and dozens of restaurants featuring cuisine from around the world.

Listed on the National Register of Historic Places, the Downtown District is the backdrop for year-round special events, arts and cultural activities and entertainment.

**Creative venues for all ages**

- **ArtWalk:** Downtown art galleries and businesses open their doors with live music along the bustling streets
- **ArtsPark at Young Circle:** Live concerts, festivals and weekly events
- **Art and Culture Center of Hollywood:** Contemporary gallery exhibitions, live stage performances, education programs for all ages
- Dozens of local artists and musicians

# Grow your brand in HOLLYWOOD FLORIDA



Tap into more than 3.5 million tourists who flock to our city each year and a regional drive market of more than 5.5 million.

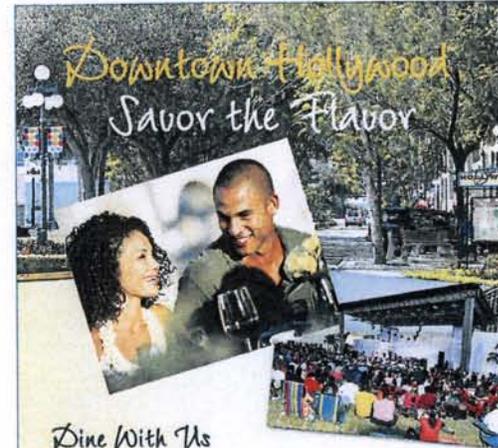
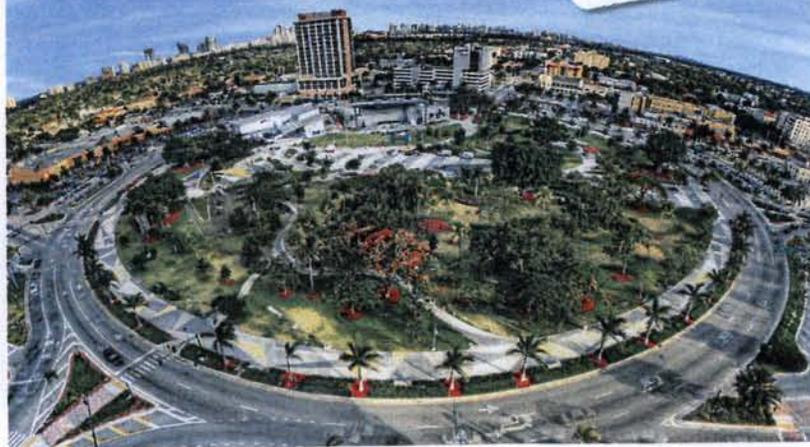
Strategically located between Fort Lauderdale and Miami, there is easy access to two international airports and one of the fastest growing seaports.



We're business-friendly, have a talented and diverse workforce and are affordable.

Hollywood, Florida. Sophisticated, yet laid back with a quality of life you'll find energizing.

Talk with us.



## Dine With Us

From casual to fine dining, find a multitude of sidewalk cafés and intimate bistros serving up a variety of global fare complemented by wine bars, bakeries, shops and live entertainment just about every night of the week



## Let Us Entertain You

### ArtsPark FREE Events

**Funtastic Fridays**  
The best family event in town. Featuring a bounce house, face painters & more!  
Fridays 5:00 p.m. - 9:00 p.m.

**Glassblowing Demonstrations**  
Master glassblowers perform the centuries old tradition live.  
Thursdays, Fridays and Saturdays  
7:00 p.m. - 10:00 p.m.

**Movie Nights**  
Family friendly movies under the stars.  
Fridays 8:00 p.m.

**Dancing in the Park**  
DJ and disco dancers  
Saturdays 8:00 p.m.

### ArtWalk

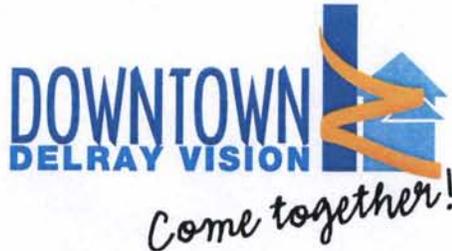
Stroll the sidewalks cafés, galleries and shops on Harrison Street and Hollywood Boulevard for an evening of art, live music and refreshments.  
Sept. 17, Oct. 15 7:00 p.m. - 10:00 p.m.  
(third Saturday of every month)



Get a FREE Visitor Map & Guide at [www.VisitHollywoodFL.org](http://www.VisitHollywoodFL.org) or call us at 954-924-2980

## City of Delray creative strategy / results

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The City of Delray Beach designed a Master Plan intended to unify neighborhoods and redevelop the Atlantic Avenue commercial corridor. Ambit was selected to create a branding campaign to generate buy-in and support from the residents, retailers and commercial businesses, and be used to promote new investment.

The challenge was to develop a brand that mixed a message of growth with one that maintained the heritage and charm of the City.

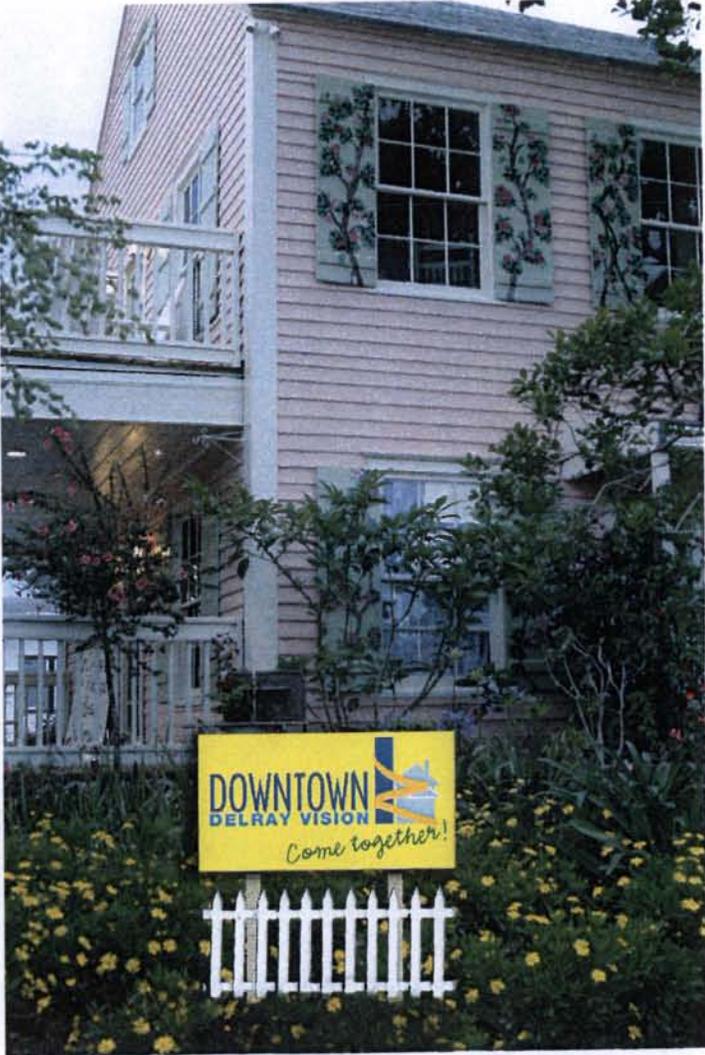
Ambit created a unique brand identity for the campaign and wrapped it around the residents and businesses. The campaign was launched with a proclamation from the mayor declaring "Keeping the Charm!" month in Delray Beach. Street banners and Ambit's original "Delray Beach Song" broadcasted along Atlantic Avenue. Retailers acted as ambassadors by distributing brochures and wearing colorful buttons. Residents placed yard signs showing support. Advertising (movie theaters, local media), public relations (local and national) and exposure at community events reinforced the campaign. Ambit created a new interactive website.

The immediate response to the "Keeping the Charm" campaign from the community was overwhelmingly positive. This was especially important because there was a long history of east-west division of neighborhoods. The campaign received a tremendous amount of local and national media coverage. And most essential, inquiries were received from developers resulting in new development along Atlantic Avenue with many residents moving into the West Atlantic neighborhoods as well as in the central core.

The Delray Beach CRA was honored with the Marketing & Communications Award at FRA.



street banner / yard sign





**DOWNTOWN  
DELRAY VISION**

*Keeping the Charm!*

**SMALL TOWN  
BIG TOWN  
OUR TOWN**

### A VISION FOR THE WEST ATLANTIC NEIGHBORHOOD.

The Downtown Delray Beach Master Plan includes the West Atlantic Neighborhood, with a Vision that supports:

- Creation of a distinctive gateway feature that welcomes visitors and identifies the West Atlantic area as the entrance to downtown Delray Beach
- New development with buildings fronting the street with parking in the rear
- Affordable housing to minimize displacement of residents
- Strategies for maintaining affordable rental rates and purchase prices on commercial properties to support locally owned businesses
- Revitalization of NW/SW 5th Avenue, with the creation of a public plaza at the Atlantic Avenue intersection
- Neighborhood pocket parks to provide quiet retreats for relaxing and unwinding outdoors
- Continued beautification of Atlantic Avenue with installation of attractive medians, shade trees, and pedestrian amenities



### A VISION FOR THE CENTRAL CORE

The Downtown Delray Beach Master Plan includes the Central Core, with a Vision that supports:

- Year-round, self-sustaining downtown business activity that is enhanced by, but not dependent on visitors and tourists
- Increased residential densities to encourage downtown living in a variety of housing types that support local businesses and add value and architectural character to the area
- Redevelopment of side streets to create more opportunities for small businesses to thrive
- Strategically designed and conveniently located parking that serves both private business and the public
- Creation of a more pedestrian-friendly environment along the two Federal Highways as they enter downtown from the north and south with wider sidewalks, decreased speeds and enhanced beautification
- Improving traffic flow by converting both of the one-way pair of "bypass" streets (SE 1st Street & NE 1st Street) into two-way traffic



### A VISION FOR THE BEACH DISTRICT.

The Downtown Delray Beach Master Plan includes the Beach District, with a Vision that supports:

- Pedestrian-friendly surroundings enhanced by shops, restaurants and other buildings being grouped closer to the sidewalk with parking in the rear
- Wide sidewalks along A-1-A adjacent to the business district
- Safe crossing for pedestrians with the installation of a median on Atlantic Avenue between Gleason Street and A-1-A
- Conveniently located parking facilities that can be shared by public and private users



### A VISION FOR ALL OF DOWNTOWN.

The Downtown Delray Beach Master Plan benefits all of downtown, with a Vision that supports:

- Preserving the character and charm of the city by maintaining height regulations and creating new design guidelines that control the scale and massing of new buildings
- Protecting the existing "grid system" - the network of streets and alleys that provide alternative travel ways throughout the downtown - by prohibiting permanent street closures
- Continuing to develop downtown as a mixed-use center for offices, shopping, residential opportunities, entertainment, government and cultural institutions
- Increasing employment opportunities and economic growth throughout all of downtown
- Promoting diversity in areas of special character and preserving heritage in the development process





## City of Fort Lauderdale creative strategy / results



Fort Lauderdale wanted to attract residents and visitors to the beach on weekends during the typically slow summer months. Ambit created an event marketing campaign for "Saturday Nite Alive" to attract visitors and locals through a combination of social media, traditional advertising and public relations.

Collateral included pocket-sized brochures and posters delivered to restaurants and bars, giant postcards distributed at community events, and business cards handed out by the friendly SNA photographer each Saturday as he encouraged people to tag and share their photos on Facebook that night. Text messages were sent during the week to mobile phone users who opted-in to receive news of upcoming drawings. We created a Facebook sweepstakes campaign. Light pole signs, sidewalk sandwich boards, street banners and aerial ads caught the attention of drivers and beach goers. Print and online advertising and public relations completed the mix.

Total estimated value created by the campaign was \$635,000. Even more important – the restaurants and hotels were filled with locals and visitors during those 14 fun-filled Saturday nights! Stories were shared of restaurants running out of food, and the street vendors all agreed to return next year. Ambit's contract has been renewed for 2012.

Ambit also provided public relations to promote Fort Lauderdale's 100th anniversary. We placed dozens of news stories, starting with the BeachFest kick-off and lighting of the huge "100" on Las Olas Blvd. at the beach. Many organizations jumped on the Centennial bandwagon. One example was Ambit's client BrowardHealth, which is giving "100" branded onesies to all newborns.

A Mile of Live Entertainment on Fort Lauderdale Beach

 **PREMIER BEVERAGE**  
THE CHARMER SUNBELT GROUP

**SATURDAY NITE ALIVE** 

**SPEND A WEEKEND AT THE BEACH**

Enjoy special room night rates at Fort Lauderdale Beach Hotels!

20 Live Performers  
25 Restaurants and Cafés

**EVERY SATURDAY**  
**June 4 - Sept. 3**  
**7pm-11pm**

TheNewFortLauderdaleBeach.com  /SaturdayNiteAlive  
Check our website for Weekly Specials  @SatNiteAlive

Premier Beverage Company is very proud to be a resident and Florida community partner, working to make a positive impact in the communities we serve and demonstrating our commitment to the legal and responsible use of our products.  
Please enjoy this year's Saturday Nite Alive event sponsored by Premier Beverage responsibly!

 **isle**  
CASINO  
POMPANO PARK

 **Three Olives.**  
VODKA

 **LEXUS**

 **LIFESTYLE**

 **BID**

 **Wizard**

# pocket-sized brochure

**ENTERTAINMENT**  
● = ENTERTAINMENT  
● = PARKING  
● = VENDORS

**SUPPORTED BY:**  
BID  
CITY OF FORT LAUDERDALE

**SPONSORED BY:**  
Three Olives VODKA 1800-TEQUILA  
LEXUS LIFESTYLE  
OFFICIAL ENTERTAINMENT SPONSOR  
isle CASINO POMPANO PARK

For more information, event and entertainment details visit [MYFORTLAUDERDALEBEACH.com](http://MYFORTLAUDERDALEBEACH.com)

ENTERTAINMENT		SEE MAGENTA DOTS ON OTHER SIDE FOR LOCATIONS ON MAP				
VENUE/LOCATION	AUG 6	AUG 13	AUG 20	AUG 27	SEPT 3	
1 Don Caminos (Sheraton)	Live Entertainment					
2 Bahia Cabana	Skyline with Ebony and Gino					
3 Vendor/Las Olas	Talko Drummer Trio					
4 A1A/Las Olas at 100 Sign	Billy Bones w/special guest Jayce					
5 A1A/Las Olas at 100 Sign	Kimberly Roberts (Fire Dancer)					
6 Elbo Room	Hard Drinking Pickles (Rock)					
7 Spazio	Rafael & Lige (Flamenco Guitar/Dancer)					
8 Marching on A1A West Sidewalk	Bahamas: Jerkanoo Revue					
9 Rock Bar	DJ Ken					
10 Sangria	Cherry Garcia (Latin Jazz Guitar)					
11 Dirty Blondes	Freddie Frown (New/Classic Rock)					
12 Cafe del Mar	Alex Fox Band (Latin)					
13 Margarita Cantina	Rick the Music Shaker					
14 Beach Place	SweetV (Reggae)					
15 The Ritz Carlton / Via Luna	DJ Rob Riggs					
16 The Ritz Carlton	Bob Foles (Flamenco Guitar)					
17 The Ritz Carlton	Tim Irwin (Jazz)					
18 Casablanca	John Rose & Beth Cohen (Piano & Vocals)					
19 W/Whiskey Blue	Live Entertainment					
20 W/Whiskey Blue	Visit <a href="http://MyFortLauderdaleBeach.com">MyFortLauderdaleBeach.com</a>					
21 Hilton	Brazilian Trio					
22 Tropic City Hotel	Caribbean Fusion (Reggae)					
23 The Atlantic Hotel	Forever After More					
24 B Ocean Hotel/Patio & Pool Bar	B Indy DJ					
25 Flavors of Italy	Vadim (Jazz/Frog, Sax)					
26 South corner of H2O Café	The House of Flying Cards / Face Painters					

PARKING		SEE BLUE DOTS ON OTHER SIDE FOR LOCATIONS ON MAP	
NAME OF LOT	LOCATION	COST	
A BAHIA CABANA	HARBOR DRIVE/VALET	FREE w/DINING/DRINKS	
B CITY OF FTL SOUTH BEACH LOT	SOUTH BEACH LOT A1A	METER, SMART PARK	
C CITY OF ALEXANDER LOT	LAS OLAS, ENTER SEABREEZE BLVD	METER, SMART PARK	
D CITY OF FTL OCEANSIDE LOT	ACROSS FROM HALL OF FAME	METER	
E 406 SEABREEZE LOT	NEXT TO MARRIOTT COURTYARD	\$7 ALL NIGHT, METER, SMART PARK	
F BEACH PARKING	POINSETTIA STREET	\$10	
G BEACH USA LOT	BANYAN STREET BEHIND EXIT 66	\$10	
H PARKING GARAGE	CORTEZ STREET/H2O	\$15	
I BEACH PLACE GARAGE	CORTEZ STREET	\$15	
J THE RITZ-CARLTON	A1A	\$5 w/Dining or Drinks	
K CITY OF FTL INTRACOASTAL LOT	BIRCH ROAD	METER, PAY STATIONS	
L CITY OF FTL SEBASTIAN ST. LOT	SEBASTIAN STREET	METER, PAY STATIONS 4-HOUR	
M CITY OF FTL SEBASTIAN ST. DISABLED	SEBASTIAN STREET	NO FEE	
N PARKING LOT	ALHAMBRA ST/CASABLANCA	\$3 w/CASABLANCA, or \$10	
O WESTIN HOTEL	A1A	Complimentary w/Dining & Drinks	
P W/WHISKEY BLUE	A1A	\$10	
Q H2O	A1A	\$5 or Complimentary w/Dining	
R THE ATLANTIC HOTEL	A1A	\$5 or Comp with D/O	
S NE 9TH STREET LOT	NE 9TH STREET	METERS	
T B OCEAN HOTEL	B OCEAN HOTEL	\$5	
METERED PARKING AREAS		BAYSHORE DR., RIOMAR ST., VIRAMAR ST., WINDAMAR ST., & ARUMAR ST.	

Note: Entertainment & Parking is subject to change without notice. Please see website for latest details.

**PREMIER RESTAURANT**  
**SATURDAY NITE ALIVE**

20 Live Performers  
25 Restaurants and Cafes  
Free Trolley  
Discounted Parking

A Night of Live Entertainment in Fort Lauderdale Beach

**EVERY SATURDAY**  
June 4 - Sept. 3  
7pm-11pm

[MyFortLauderdaleBeach.com](http://MyFortLauderdaleBeach.com)  
f/SaturdayNiteAlive  
@SatNiteAlive

August/Sept 2011

street signage



# social media: facebook fan page

facebook



PREMIER BEVERAGE  
**SATURDAY NITE ALIVE**  
**SEE YOU NEXT SUMMER**

PREMIER BEVERAGE  
isle CASINO  
POMPANO PARK  
LEXUS  
LIFESTYLE

## Saturday Nite Alive

Arts/Entertainment/Nightlife - Fort Lauderdale, Florida



Wall Saturday Nite Alive - Everyone (Most Recent) ▾

Share: Post Photo Link Video

Write something...



**Tim Irwin**  
Thank you Brenda, Shay, and your staff, + all the Vendors and Musicians, And Sponsors That made "2010 Saturday Night Alive" possible!  
Like · Comment · September 4, 2011 at 12:36am ·

Forum Publishing Group - Broward likes this.

Write a comment...



**Saturday Nite Alive** added 42 new photos to the album: SATURDAY NITE ALIVE - Sept. 3rd, 2011.



Like · Comment · Share · September 3, 2011 at 9:11pm ·

4 people like this.

Write a comment...

Wall  
Info  
Friend Activity  
Photos  
Links  
Events

About  
Premier Beverage Presents Saturday Nite Alive is a FREE event that takes pl...  
More

**564**  
like this

Likes See All



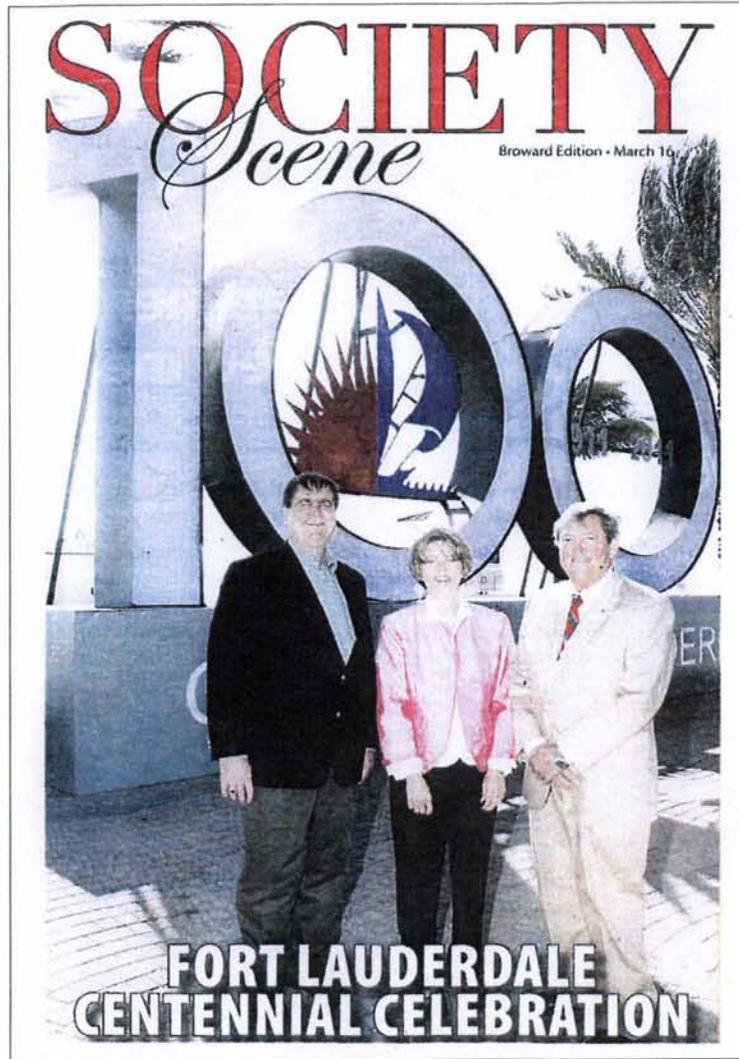
Sangrias



**LastMinute Lauderdale**  
Saturday Nite Alive tonight!

Special Promotions | My Fort Lauderdale Beach |

34



# Sun-Sentinel

{ Local }

February 20, 2011

## Blacks' contributions honored in city's centennial celebrations

By **Scott Wyman**  
STAFF WRITER

FORT LAUDERDALE — Activists have long argued that the role of black residents was underrepresented in city history.

Tales of the city founding, they've said, should not only include Frank Stranahan and his trading post, but also discuss the black workers who toiled in bean fields and laid railroad tracks. Spring Break and yachting are part of city history, but so are the stories of segregated Dillard High and of people like John H. Hill II — Fort Lauderdale's first black millionaire.

"Their sweat and tears helped build Fort Lauderdale," black historian Ernestine Ray said.

Now, though, as the city honors its centennial year, a determined effort is under way to ensure the celebrations recognize the contributions and sacrifice of black residents.



A hallmark will be the Sistrunk Parade and Festival on Saturday. Then on July 4, the city plans to commemorate the 1961 wade-in to desegregate the beach. And centennial artwork, slide shows and photo displays encompass such diverse events as the founding of Provident Hospital and jazz greats performing at the Windsor Club.

More than 300,000 people are expected at the Sistrunk Parade, which starts at Mount Olive Baptist Church and will go down Sistrunk Boulevard to Samuel Delevoe Park. The parade

Please turn to **BLACKS, 7B**

## Greater Fort Lauderdale Alliance creative strategy / results

# greater **Fort Lauderdale** Broward **Economic Development** alliance

With economic development a passion of Ambit's, creating marketing campaigns for The Greater Fort Lauderdale Alliance has been part of our culture for 20 years. Our first direct mail campaign to businesses in the Northeast and Midwest mailed in the frigid month of March generated dozens of leads and ultimately brought a new seafood business to Broward.

Over the years, we have provided marketing strategies, media plans, collateral design and public relations. A few of Ambit's direct mail campaigns are included as samples, as well as the new 4-page economic development brochure that is part of a current corporate headquarters recruitment plan. There are currently more than 20 active leads, with Private Jet Charter's corporate headquarters moving to Broward County this past year. Ambit designed the template for the Alliance's quarterly newsletter and created the format for the Annual Economic Sourcebook.

A real sign of commitment is that, after Kathy Koch chaired the Alliance, she agreed to stay on to chair the Alliance Leadership Council rather than fading away like many past chairs! Now, that's a love of economic development!



**Broward's Business Climate Offers You:**

- A world-class place to live and work.
- A well-skilled talent pool and magnet for recruiting top talent.
- Superb educational resources.
- No corporate income tax on limited partnerships or S-corps.
- No state personal income tax.
- A prime location in the heart of South Florida's InternetCoast, a global hot spot for "new economy" business activity.
- Excellent access to the Americas and the Caribbean.

As one of the hottest business climates in the country with a superb quality of life, at a significantly lower cost, Broward County, South Florida has a lot to offer.

Call us to arrange a personal meeting in the Philadelphia area, with a business development expert, to discuss exciting opportunities that come with relocating or expanding your company to Broward County, South Florida. We will be in your area from June 19-23, 2005.

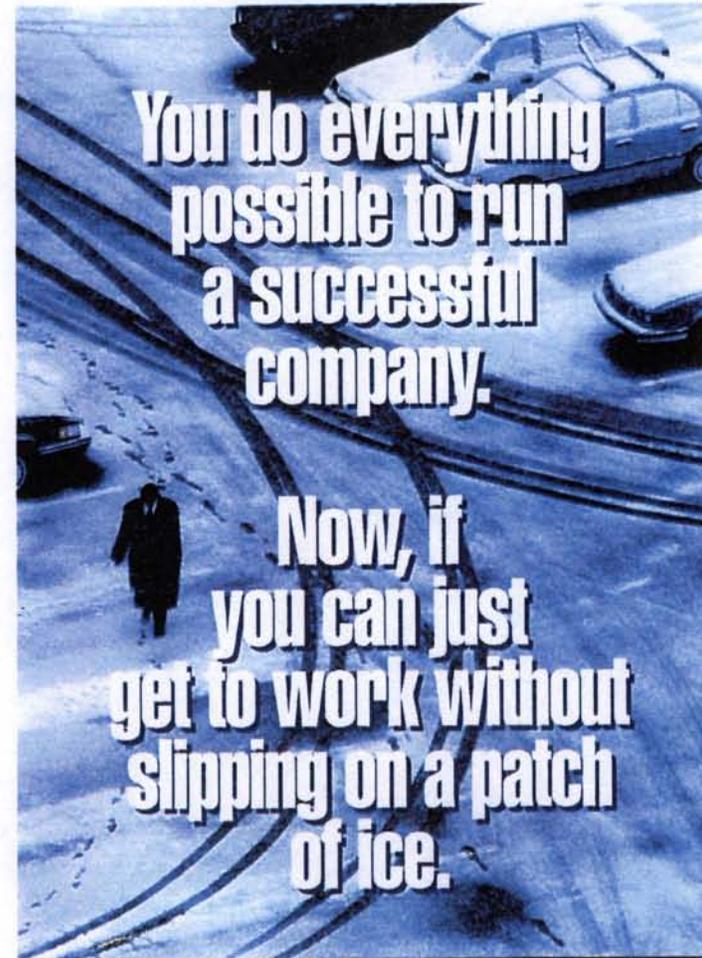
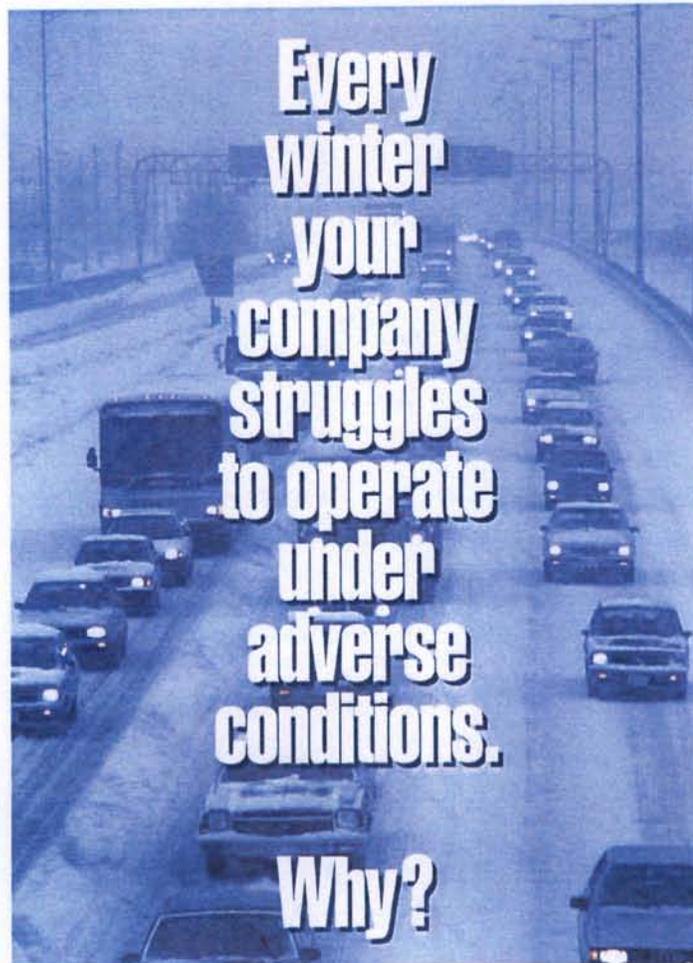
Learn about the benefits and rewards of living and working where entrepreneurial start-ups, small businesses, Fortune 500 companies and multi-national operations come to prosper in paradise.

**Call today!**

**1-800-741-1420, ext. 215**  
or email [rdrew@browardalliance.org](mailto:rdrew@browardalliance.org)



The Broward Alliance  
300 SE 2nd Street, Suite 780  
Fort Lauderdale, FL 33301  
[www.browardalliance.org](http://www.browardalliance.org)



## Billion dollar technology companies are growing here. Join them.



### Growth Power.

Greater Fort Lauderdale/Broward County provides a superior business base for a wide range of technology-driven companies including Citrix Systems, Foxconn, General Dynamics C4 Systems, Microsoft Latin America, Motorola, Nortel and Research In Motion. We have an entrepreneurial environment proven to fuel business growth from start-up all the way to industry leader.



### People Power.

Our large, multi-lingual, well-educated labor pool provides a renewable source of talent. More than one-third of the workforce is employed in managerial, professional and technical positions. A steady stream of highly qualified workers come equipped with technical, master's, and Ph.D. degrees from the area's many colleges and universities.



### Location Power.

Enjoy fast and convenient connections to world markets. Companies have strong international access to the Americas and the Caribbean through Fort Lauderdale-Hollywood International Airport (one of the fastest growing airports in the nation) and Port Everglades (among the nation's top seaports).



Make a power move of your own. Join world-class companies that have discovered the rewards of Greater Fort Lauderdale/Broward County, Florida.

Call us at 954-524-3113

[www.browardalliance.org](http://www.browardalliance.org)




BUSINESS AND ECONOMIC QUARTERLY

SPRING 2009

### Broward Alliance Completes Headquarters Recruitment Studies

The Broward Alliance CEO Council recently completed two important studies to determine how to most effectively recruit corporate headquarters facilities. These studies looked at characteristics and drivers for headquarters location projects, as well as recommendations for strategic recruitment and marketing activities.

The first study, conducted by Moran, Stahl & Boyer, used demographic and other secondary research to evaluate the needs of headquarters operations and the assets that Greater Fort Lauderdale/Broward County offers to those businesses. A follow-up study conducted by Boyette Levy provides specific recommendations around how to better engage Greater Fort Lauderdale/Broward County for this recruitment effort.

"Corporate headquarters contribute to both the economic and philanthropic strengths of communities where they locate by creating higher paying jobs, utilizing local business services, paying local taxes and serving as strong corporate citizens," said Ray Ferrero, chair of the Broward Alliance and the Alliance's CEO Council. "For all those reasons, we believe actively pursuing headquarters operations is a very strategic step for our area."

The reports found that the Greater Fort Lauderdale / Broward County area, already home to more than 150 headquarters operations, offers a number of amenities that position it as a strong location for these businesses.

"The Headquarters Recruitment Strategic Blueprint will provide direction to enhance our strengths and address any potential challenges in the areas of marketing, business intelligence, existing headquarters support, prospect preparedness and workforce preparedness. We are now working to develop a detailed implementation plan that will guide execution of these recommendations," said Ferrero.



### Inc. Shines Spotlight on South Florida

In conjunction with its 30th anniversary issue, Inc. magazine featured South Florida in a special section "South Florida: Where Innovation, Creativity, Education and Global Access Meet." The special section is included in Inc.'s April 2009 issue. Known as "The Handbook of the American Entrepreneur," Inc. has a national circulation of over 700,000 and a national audience of more than 1.4 million.

Some of the excerpts include:

"The region is a nexus of international business, with easy access and deep business and cultural ties to Latin America, the Caribbean, and Europe, not to mention the rest of the United States."

"Companies that do business internationally particularly covet the area's skilled, multi-cultural workforce."

### Florida Named #3 Best State for Business

Chief Executive magazine has ranked Florida the #3 best state for business in the U.S. This is according to the publication's fifth annual survey, which asked 543 CEOs to evaluate their states on a broad range of issues, including proximity to resources, regulation, tax policies, education, quality of living and infrastructure. Providing additional insight, CEOs were also asked to grade each state based on taxation and regulation, workforce quality and living environment. Florida's workforce ranked #1. Only Texas and North Carolina ranked higher overall.

To view the entire article, please visit the news section at [www.browardalliance.org](http://www.browardalliance.org)

### INSIDE

- World City Study**
- Terranova Signs DHL**
- Saveology Adds 250 Jobs**
- Florida Ranks Top Ten**
- World City Study**
- Terranova Signs DHL**
- Saveology Adds 250 Jobs**
- Florida Ranks Top Ten**

## brochure to attract corporate headquarters

- State-of-the-art telecommunications infrastructure, including international cable landings and a Tier-1 Network Access Point

- Well educated and knowledgeable multilingual workforce providing a renewable source of talent enhanced through education of 350,000 students each year by the area's highly ranked public and private schools, colleges and universities

- Eight public schools and one charter school were recognized among Newsweek magazine's top high schools in the nation (2008)

- Florida has no personal income tax and was ranked as the 5th best state business tax climate for 2010 in The Tax Foundation's State Business Tax Climate Index

- Choice of attractive, affordable workforce housing

- Five professional sports teams playing baseball, basketball, football, hockey and soccer

- Elegant executive lifestyle with a sophisticated arts and cultural scene and year-round outdoor recreation in a delightful sub-tropical climate

*"Broward County/South Florida offers a wide range of cultural and entertainment choices that make its quality of life among the best in the world. These amenities make it attractive to some of the most skilled workers in the nation, from creative business executives to technology and engineering professionals. Fort Lauderdale has been Citrix's home since 1999 when we opened our doors with 18 employees.*

*Today, we are a global company with almost 5,000 employees worldwide and nearly 1,900 in South Florida. Broward County's diverse people and cultural experiences, whose innovation, creativity and an entrepreneurial spirit thrive, have helped us grow by attracting the best and brightest innovators, decision makers and leaders."*

Mark Templaton, President and CEO  
Citrix Systems, Inc.



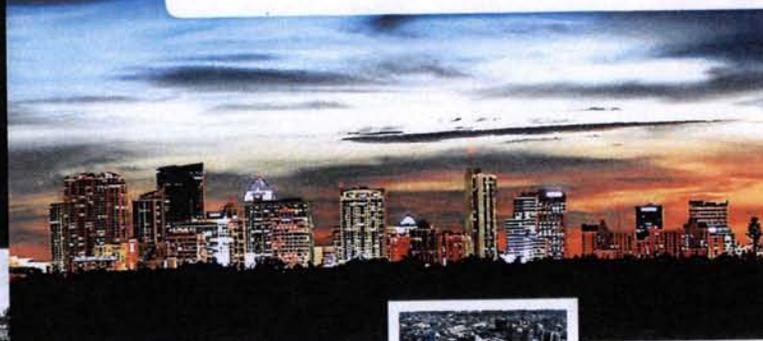
Discover the rewards of locating your company's headquarters in Greater Fort Lauderdale.

Robin Ranne,  
Managing Director, CEO Council  
Greater Fort Lauderdale Broward Economic  
Development Alliance

110 East Broward Blvd., Suite 1990  
Fort Lauderdale, FL 33301  
954.627.0126  
rranne@browardalliance.org  
www.browardalliance.org

**greaterFortLauderdale**  
Broward Economic Development alliance

## greater Fort Lauderdale



### One of the world's most attractive corporate headquarter locations.

With warm weather, sunshine and an unmatched lifestyle a daily fare, companies that have located their corporate headquarters in Greater Fort Lauderdale have discovered that we're all about business.

Greater Fort Lauderdale is home to 150 diverse corporate headquarter operations, including two Fortune 1000 companies. Strategically located at the geographic and business center of South Florida, the largest metropolitan region in the Southeast United States, South Florida companies

headquartered in Greater Fort Lauderdale enjoy a position of power with access to the entire region's nearly 5.5 million residents, business support assets and recreational amenities. This strategic location, along with a diverse and multicultural population, has the ingredients of success for any global company seeking a future base location from which to operate.

**INTERNATIONAL BUSINESS ENVIRONMENT**  
Greater Fort Lauderdale offers an increasingly diverse and international business



environment. More than 31 percent of the population is foreign born, and it has the most assorted country-of-birth demographics in South Florida. An estimated 25 percent of the population is from diverse Latin American backgrounds, including Brazilians, Cubans, Puerto Ricans and Venezuelans.

Diversity is reflected in the variety of local restaurants. The South Florida MSA,

which includes Greater Fort Lauderdale, is ranked in the top ten for having a large variety of ethnic restaurants, reflecting the demand of local customers.

The area has developed and maintained an entrepreneurial culture that has grown and matured with the success of its companies. The local talent pool and the business environment continue to contribute to the ongoing success of the growing number of corporate headquarters located in Greater Fort Lauderdale.

## City of Hallandale Beach creative strategy / results

Hallandale Beach was suffering from a stigma of being "the city between Miami and Fort Lauderdale." Hallandale Beach Boulevard was lined with 1950s buildings with land surrounding them, all aching for a facelift. The area was prime for development and the City was anxious to create a new presence with developers, businesses and brokers. It also wanted to align itself with the brand new slot machines being introduced at its two racetracks.

Ambit created a comprehensive marketing plan starting with a "Game Plan for Business and Development" campaign that was launched with a unique direct mail piece that was mailed (without envelope) to local and regional brokers and national investors and developers. Supporting ads ran in media read by local brokers.

A presentation package was also direct mailed to investors that included a series of fact sheets, a brochure and dynamic feature articles that had been published in local media and *Urban Land Magazine*.

The campaign planted seeds for development. Broker response was active. New condos on the beach were introduced. Hallandale Beach Boulevard began attracting businesses.

Today, Hallandale Beach Boulevard enjoys new businesses and retail, including renovated and upgraded shopping centers. The beach is thriving with wonderful residential options. Hallandale Beach has been transformed.



# It's Your Move



## Hallandale Beach Has a Game Plan For Business and Development.

Looking for winning investment, development and business opportunities? It's "game on" in Hallandale Beach, strategically located between Miami and Fort Lauderdale in the center of South Florida's dynamic economic region. In this emerging hot spot for growth and development, you will find:

- Exceptional opportunities for prime land acquisition in a coastal community
- A progressive city leadership committed to quality growth
- World-class, cost-efficient amenities, resources, facilities, labor and residential options that add up to a superior commercial base
- A rapid response team that meets with developers and companies considering relocation to promptly address questions and challenges

To make some unbeatable moves in South Florida's hottest property market, visit

[www.hallandalebeachfl.gov](http://www.hallandalebeachfl.gov)  
or call 954.457.1469.



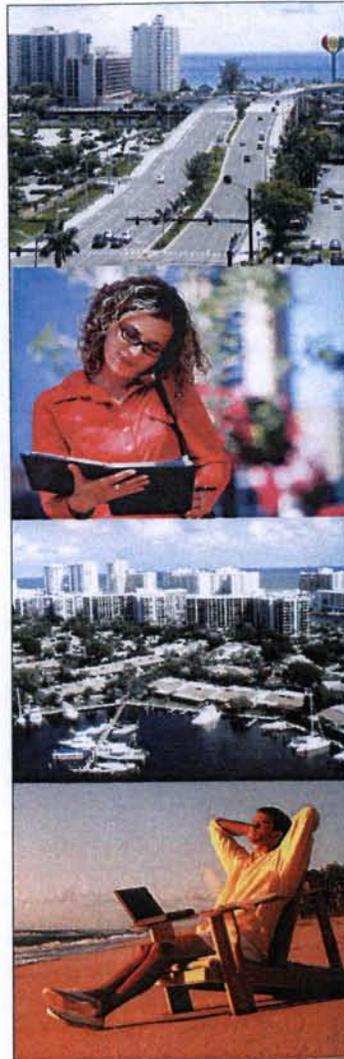


## Power Tools for Growing Businesses.

**A** city that knows how to spark business success is a powerful tool. Introducing Hallandale Beach, where our city leadership is committed to creating special opportunities for growing businesses. We welcome and support emerging growth companies by connecting them with flexible, cost-efficient options in facilities, amenities and resources. With prime office and retail sites in oceanfront, downtown and suburban locations, a thriving financial district, and a highly skilled workforce, Hallandale Beach gives businesses the tools to succeed today and think big for tomorrow.



Learn more about business opportunities in Hallandale Beach.  
[www.hallandalebeachfl.gov](http://www.hallandalebeachfl.gov) 954.457.1469



Discover  
South  
Florida's  
Hottest  
Property  
Market

**Strategically located**

between Miami and Fort Lauderdale in the center of South Florida's dynamic economic region, Hallandale Beach is an emerging hot spot for growth and development.

A city with sophisticated international influences and small town warmth, Hallandale Beach offers investors and developers exceptional opportunities to acquire prime land in a coastal community.

To learn more about investment and development opportunities in Hallandale Beach, visit [www.hallandalebeachfl.gov](http://www.hallandalebeachfl.gov) or call 954.457.1469





# ATTACHMENTS

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

**RFQ FORM A**

Respondent: Ambit Advertising and Public Relations

**QUALIFICATIONS STATEMENT**

**Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.**

**THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.**  
The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals and entities that do business under the trade name.)
  - 1.1. The correct and full legal name of the Respondent is: **Ambit, Inc. dba Ambit Advertising and Public Relations**
  - 1.2. The business is a (Sole Proprietorship) (Partnership) **(Corporation)**.
  - 1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows: **Katherine Koch, President and Stan Brown, Executive Vice President and Secretary.**
2. Please describe your company in detail. **See "Executive Summary" section starting page 4.**
3. The address of the principal place of business is: **2601 E Oakland Park Blvd., Suite 301, Ft. Lauderdale, Florida 33306.**
4. The office that will serve this contract is located: **2601 E Oakland Park Blvd., Suite 301, Ft. Lauderdale, Florida 33306.**
5. Company telephone number, fax number and e-mail addresses: **Phone. 954-568-2100 Fax. 954-568-2888 E-mail. Kathy@ambitmarketing.com**
6. Number of employees: **Eight (8)**
7. Name of employees to be assigned to the Town's work and professional certifications or licenses and certification or license numbers or identification: **Seven (7), no certifications.**
8. Company identification numbers for the Internal Revenue Service: **25 - 1322839**

# CONTINUING CONTRACT FOR PROFESSIONAL SERVICES MUNICIPAL MARKETING PROJECTS

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

9. Provide Broward County occupational license number, if applicable, and expiration date:  
**License Number: 376-1333, Expires: September 30, 2012**
10. How many years has your organization been in business? Does your organization have a specialty? **Twenty-six years (26), specialize in Advertising, Marketing, and Public Relations.**
11. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.
- (1) Project description: City of Boynton Beach CRA / Economic Development, business and residential attraction, events.  
Reference: Margie Walsh / Cost of work completed: \$273,000
  - (2) Project description: City of Hollywood CRA / Media buying including creative for tourism campaign.  
Reference: Judy Erickson / Cost of work completed: \$585,000
  - (3) Project description: City of Hallandale / Economic Development, business and residential attraction, events.  
Reference: Mayor Joy Cooper / Cost of work completed: \$140,000
12. Have you ever failed to complete any work awarded to you? If so, where and why? **No.**
13. Provide the following information concerning all contracts in progress as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date
Research Park	Andrew Duffell	\$3,000/month	Retainer	Ongoing
Hollywood CRA	Judy Erickson	\$6,000/month	Retainer	Ongoing
BARC/SATC	Jeff Thompson	\$33,000	June	80%
Group Counseling	Scott Edgerton	\$75,000	September	30%
Housing Authority	Ann Deibert	\$3,200/month	Retainer	Ongoing
Hospice of Palm Beach	Jennifer Whitney	\$15,000	July	60%
Memorial Foundation	Kevin Janser	\$2,500/month	Retainer	Ongoing
Saturday Nite Alive	Dan Barnett	\$50,000	August	50%
veEDIS	Tom Grossjung	\$50,000	July	40%
BC HIV Campaign	Candy Simms	\$30,000	Oct	20%

*(Continue list as necessary)*

14. Provide the following information for any subcontractors you will engage if awarded the contract. The list of subcontractors may not be amended after award of the contract without the prior written approval of the Town Manager

Subcontractor Name	Address	Work to be Performed
<b>None</b>		

*(Continue list as necessary)*

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

**RFQ Form B**

Respondent: Ambit Advertising and Public Relations

**REFERENCE FORM**

Forms A, B & C are available in WORD format from the Town Clerk upon request.

**THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.** The Respondent guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses, telephone numbers, and email addresses of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFQ:

1. Name of Contact: **Judy Erickson, Hollywood Community Redevelopment Agency**  
Title of Contact: **Director of Tourism**  
Email address: **jerickson@hollywoodfl.org**  
Telephone Number: **(954) 924-2980** Fax Number: **(954) 924-2981**
  
2. Name of Contact: **Margie Walsh, Boynton Beach Community Redevelopment Agency**  
Title of Contact: **CRA Marketing Director**  
Email address: **walshm@bbfl.us**  
Telephone Number: **(561) 737-3256 ext. 204** Fax Number: **(561) 737-3258**
  
3. Name of Contact: **Bob Swindell, Greater Fort Lauderdale Broward Alliance**  
Title of Contact: **President and CEO**  
Email address: **bswindell@browardalliance.org**  
Telephone Number: **(954) 524-3113** Fax Number: **(954) 524-3167**

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

4. Name of Contact: Dan Barnett, SNA – City of Fort Lauderdale  
Title of Contact: President of Wizard Entertainment  
Email address: dan@wizard-entertainment.com  
Telephone Number: (954) 564-8300 Fax Number: (954) 564-8366

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

**RFQ Form C**

Respondent: Ambit Advertising and Public Relations

**RESPONDENT'S CERTIFICATION**

**THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.**  
The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

I have carefully examined the Request for Proposal referenced above ("RFQ") and any other documents accompanying or made a part of this RFQ.

I hereby propose to furnish the goods or services specified in the RFQ. I agree that my proposal will remain firm for a period of 120 days in order to allow the Town adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or Respondent hereby authorizes the Town of Lauderdale-by-the-Sea, its staff or agents to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town or any other Respondent is interested in said proposal; and that the undersigned executed this Respondent's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney.

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crimes may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor, or Qualified Firm under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in Sec. 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. I further certify, under oath, that neither the entity submitting this sworn statement, not to my knowledge, any of its officers, directors, executives, partners, shareholder, employees, members or agents

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

active in the management of the entity has been convicted of a public entity crime subsequent to July 1, 1989.

Ambit Advertising and Public Relations

Name of Respondent

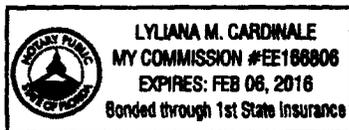
By: Katherine Koch  
Signature

Katherine Koch, President  
Print Name and Title

2601 E Oakland Park Blvd.  
Suite 301  
Fort Lauderdale, FL 33306  
Mailing Address

STATE OF FLORIDA  
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me this 17 day of May, 2012, by  
Katherine Koch.



(NOTARY SEAL)

Lyliana M. Cardinale  
Name of Notary: Lyliana M. Cardinale

Personally Known  OR Produced Identification   
Type of Identification Produced \_\_\_\_\_

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

Respondent: Ambit Advertising and Public Relations

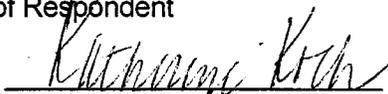
**RESPONDENT'S FINANCIAL INTEREST CERTIFICATION**

Ambit, Inc. dba Ambit Advertising and Public Relations recognizes and certifies that no elected official, board member, or employee of the Town of Lauderdale-by-the-Sea (the "Town") shall have a financial interest directly or indirectly in this RQ, related contract, if any, or any compensation to be paid under or through these matters, and further, that no Town employee, nor any elected or appointed officer (including Town board members) of the Town, nor any spouse, parent or child of such employee or elected or appointed officer of the Town, may be a partner, officer, director or proprietor of Ambit, Inc. dba Ambit Advertising and Public Relations, and further, that no such Town employee or elected or appointed officer shall be employed by the firm or receive any compensation from the firm for a period of at least twelve (12) months after leaving the employ or agency of the Town.

Ambit Advertising and Public Relations

Name of Respondent

By:

  
Signature

Katherine Koch, President  
Print Name and Title

2601 E Oakland Park Blvd.  
Suite 301  
Fort Lauderdale, FL 33306  
Mailing Address

# BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

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

**VALID OCTOBER 1, 2011 THROUGH SEPTEMBER 30, 2012**

**DBA:**  
**Business Name:** AMBIT INC

**Receipt #:** 376-1333  
**Business Type:** ADVERTISING/MARKETING  
(ADVERTISING)

**Owner Name:** KATHERINE R KOCH  
**Business Location:** 2601 E OAKLAND PK BLVD #301  
FT LAUDERDALE  
**Business Phone:** 954-568-2100

**Business Opened:** 07/01/1985  
**State/County/Cert/Reg:**  
**Exemption Code:** NONEXEMPT

Rooms                      Seats                      Employees                      Machines                      Professionals

Tax Amount	For Vending Business Only				Vending Type:		Total Paid
	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost		
45.00	0.00	0.00	0.00	0.00	0.00	45.00	

**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:**

AMBIT INC  
2601 E OAKLAND PK BLVD #301  
FORT LAUDERDALE, FL 33306

**Receipt #** 15B-10-00003361  
**Paid** 08/08/2011 45.00

**2011 - 2012**



Office of Economic and  
Small Business Development

Governmental Center Annex  
115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301 • 954-357-6400 • FAX 954-357-6010 • TTY 954-357-5664

*This Certificate is Awarded to:*

**AMBIT, INC.**

As set forth in the Business Opportunity Act of 2004  
and/or the County Business Enterprise Act of 2009, the  
certification requirements have been met for:

**County Business Enterprise  
Small Business Enterprise**

**BC – CBE/SBE –Certificate Expires: 02/03/2015**

Small Business Development Manager

The Office of Economic and Small Business Development must be notified within 30 days of any material changes in the business which may affect ownership and control.  
Failure to do so may result in the revocation of this certificate and/or imposition of other sanctions.

A service of the Broward County Board of County Commissioners  
[www.broward.org/smallbusiness](http://www.broward.org/smallbusiness)



State of Florida  
*Minority, Women &  
Service-Disabled Veteran*  
Business Certification

Ambit Inc.

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

12/20/2011 to 12/20/2013

---

John P Miles, Secretary

Florida Department of Management Services  
Office of Supplier Diversity



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

1/31/2012

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).

<b>PRODUCER</b> The Fairway Insurance Group, LLC 5461 North Federal Highway Fort Lauderdale, Florida 33308	<b>CONTACT NAME:</b> Jennifer Summerlott <b>PHONE (A/C No. Ext.):</b> (954) 772-9819 <b>FAX (A/C No.):</b> (954) 772-9564 <b>E-MAIL ADDRESS:</b> jen@tfigins.com	
	<b>INSURER(S) AFFORDING COVERAGE</b> <b>NAIC #</b>	
<b>INSURED</b> Ambit, Inc. 2601 East Oakland Park Boulevard, #301 Fort Lauderdale, Florida 33306	<b>INSURER A:</b> Nautilus Insurance Company	
	<b>INSURER B:</b>	
	<b>INSURER C:</b>	
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	

**COVERAGES**

CERTIFICATE NUMBER: 2011 GL &amp; PROFESSIONAL

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	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b>	X	NN161927	8/12/2011	8/12/2012	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR					MED EXP (Any one person) \$ 5,000
	GEN'L AGGREGATE LIMIT APPLIES PER:					PERSONAL & ADV INJURY \$ EXCLUDED
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					GENERAL AGGREGATE \$ 2,000,000
	<b>AUTOMOBILE LIABILITY</b>					PRODUCTS - COMP/OP AGG \$ EXCLUDED
	<input type="checkbox"/> ANY AUTO					COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ALL OWNED AUTOS					BODILY INJURY (Per person) \$
	<input type="checkbox"/> HIRED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> SCHEDULED AUTOS					PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> NON-OWNED AUTOS					\$
	<b>UMBRELLA LIAB</b>					EACH OCCURRENCE \$
	<input type="checkbox"/> OCCUR					AGGREGATE \$
	<b>EXCESS LIAB</b>					\$
	<input type="checkbox"/> CLAIMS-MADE					
	DED <input type="checkbox"/> RETENTION \$					WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER <input type="checkbox"/>
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>					E.L. EACH ACCIDENT \$
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A			E.L. DISEASE - EA EMPLOYEE \$
	If yes, describe under DESCRIPTION OF OPERATIONS below					E.L. DISEASE - POLICY LIMIT \$
A	<b>Professional Liability</b>		NN161927	8/12/2011	8/12/2012	Each Claim \$1,000,000
	Retro Date - 8/12/2009					Aggregate Limit \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)  
 Certificate holder & its agents and employees are listed as additional insured with respect to General Liability. 30 Day Notice of Cancellation applies. This certificate is subject to the terms, conditions, & exclusions of the policy

**CANCELLATION**

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

Edward Brown/JN

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157016

# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

1/31/2012

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).

<b>PRODUCER</b> Commercial Lines - (248) 353-5800 Wells Fargo Insurance Services USA, Inc. 4000 Town Center, Suite 800 Southfield, MI 48075	<b>CONTACT NAME:</b>	
	<b>PHONE (A/C, No. Ext):</b>	<b>FAX (A/C, No):</b>
<b>E-MAIL ADDRESS:</b>		
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
<b>INSURED</b> Ambit, Inc. 2601 East Oakland Park Blvd Suite 301 Fort Lauderdale, FL 33306	<b>INSURER A:</b> XL Specialty Insurance Company	37885
<b>INSURER B:</b>		
<b>INSURER C:</b>		
<b>INSURER D:</b>		
<b>INSURER E:</b>		
<b>INSURER F:</b>		

**COVERAGES**

CERTIFICATE NUMBER: 3881409

REVISION NUMBER: See below

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	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
	<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$	
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS  <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$	
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$	
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			RWC6200179	01/01/12	01/01/13	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000	

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

Policy has been endorsed to provide 30 day written notice of cancellation

**CERTIFICATE HOLDER****CANCELLATION**

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

The ACORD name and logo are registered marks of ACORD

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ACORD 25 (2010/05)

(This certificate replaces certificate# 3875351 issued on 1/31/2012)

**OPT2WEB INC.**

**To:** Town of Lauderdale-By-The-Sea

RFQ No. 12-05-01

**Project:** Continuing Professional Services for  
Municipal Marketing Projects

**Submitted by:** Opt2Web Inc.

**Address:** 4322 E. Tradewinds Ave.

Lauderdale-by-the-Sea, FL 33308



# Letter of Transmittal

**Opt2Web Inc.** is a **web design** and development firm specializing in custom design and fully **integrated online solutions**. We create an **online image** and brand for our clients by designing unique and **compelling graphics** as well as user friendly websites, landing pages and online artwork. Realizing where most consumers are finding their information our focus has been in web for almost 10 years. **Developing a brand** online is equally as important, if not more as a physical brand on paper.

From **graphic design**, corporate identity to **brand concept implementation** **Opt2Web Inc.** can define appropriate target markets and **strategize** to compile a **marketing plan** to meet your needs. With the experience and knowledge of the South Florida market space we can formulate a perfect multimedia blend of traditional and online advertising venues to get your information out there. **Online research** can get very targeted and specific. It is an extensive process, however, once done this research can be applied to many other forms of marketing.

**Opt2Web Inc.** feels one of the most important ingredients in this process is knowing Lauderdale-by-the-Sea and the direction the town is looking to move in. Being a resident and business owner for several years now we see this town as a hidden gem, a beachside oasis full of activities and opportunities. We are so excited to be a part of its growth and development. **Opt2Web Inc.** can provide a **cohesive program** to include web related components as well as some traditional **media advertising**. With strong ties to our radio and TV routes Jennifer and Kevin of **Opt2Web Inc.** can pull from their pool of resources to develop an efficient and effective **marketing campaign**.

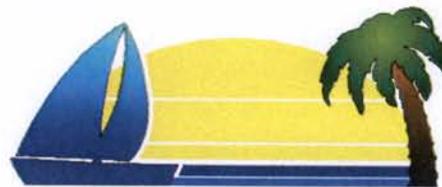
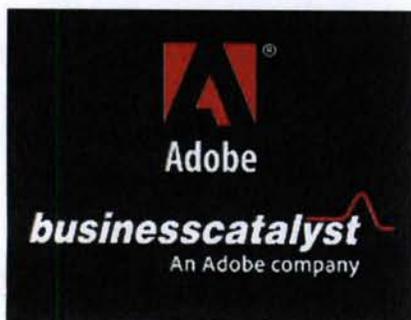
Our representatives can **setup cooperative advertising relationships** as well as **pitch stories to publications, internet sites and other tourism outlets** to create "buzz." In addition we have already started working on building the **Social Media** component of the marketing campaign via LBTS Events. Facebook and Twitter accounts need to be updated often with pictures and video that **Opt2Web Inc.** can provide. We are heavily invested in the expansion of this town and would love to be an integral part of **organizing, attending and presenting at meetings** with elected officials, Town Management, business associations, and other interested stakeholder groups as requested by the Town.

## Authorized Representatives

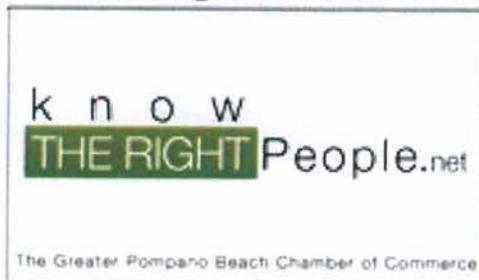
**Kevin Garcia** – President: kevin@opt2web.com (o) 954-533-0283 (c) 305-216-5736

**Jennifer Kovacs** – Vice President: jenn@opt2web.com (o) 954-533-0283 (c) 954-547-2175

**Opt2Web Inc.** is licensed to do business in the state of Florida, the county of Broward and the Town of Lauderdale-by-the-Sea under EIN number 27-2053915.



The Young Professionals





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Opt2Web Inc

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# Organization Profile & Qualifications

**Legal Business Name:** Opt2Web Inc.

**Size of Business:** 4 Employees

**Services:** Web Design and Development, Online Marketing and Advertising, Graphic Design and Corporate Identity

**Contact:** Jennifer Kovacs, 40% of work in consulting and marketing services

Kevin Garcia, 60% of work in designing and executing on marketing plan

## **Jennifer Kovacs Qualifications**

Jennifer has been in advertising since 2005. Starting her career at Clear Channel Communications as a radio rep. she later moved into cinema sales/advertising and then ultimately into the online industry. She studied Business and Marketing at Florida Atlantic University. Jennifer has an impressive track record in sales and advertising. As one of the top producing representatives for new business at Y100, she was nationally recognized across the country, winning multiple President's Club Awards. Before starting **Opt2Web Inc.** she was asked to manage West Palm Beach market's Top 40 station, but declined to go into business for herself. Clear Channel is now one of **Opt2Web's** biggest referral source.

## **Kevin Garcia Qualifications**

Kevin grew up studying fine art. When he was still in High School he discovered his love for digital media. After attending DASH (Design and Architecture Senior High) he went on to earn a Bachelor's in Web Design from the Art Institute in Ft. Lauderdale. Kevin is now working with the Ai to create a program where students can compete by entering original design work, bringing the spirit of entrepreneurship into the classroom. Mr. Garcia was a scholastics winner in High School for an American Visions award in Washington D.C. He is fluent in:

HTML, CSS, Adobe Creative Suite, Adobe Business Catalyst

He has over 10 years in the web design and development industry and is a Google Adwords Specialist.

# *State of Florida*

## *Department of State*

I certify from the records of this office that OPT 2 WEB INC is a corporation organized under the laws of the State of Florida, filed on March 8, 2010, effective March 5, 2010.

The document number of this corporation is P10000020498.

I further certify that said corporation has paid all fees due this office through December 31, 2012, that its most recent annual report was filed on May 4, 2012, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the Fifth  
day of May, 2012*

*Ken Detjmer*

*Secretary of State*



Authentication ID: 100234701141-050512-P10000020498

To authenticate this certificate, visit the following site, enter this ID, and then follow the instructions displayed.

<https://efile.sunbiz.org/certauthver.html>

# BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-831-4000  
**VALID OCTOBER 1, 2011 THROUGH SEPTEMBER 30, 2012**

**DBA:**  
**Business Name:** OPT 2 WEB INC

**Receipt #:** 270-233022  
**Business Type:** MANUFACTURING (WEBSITE DESIGN & DEVELOPMENT)

**Owner Name:** KEVIN ALEXANDER GARCIA  
**Business Location:** 4322 E TRADEWINDS AVE  
 LAUDERDALE BY THE SEA  
**Business Phone:** 954-533-0283

**Business Opened:** 05/03/2010  
**State/County/Cert/Reg:**  
**Exemption Code:** NONEXEMPT

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	
0.00	4.50	0.00	0.00	0.00	0.00	4.50	

**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:**

OPT 2 WEB INC  
 4322 E TRADEWINDS AVE  
 LAUDERDALE BY THE SEA, FL  
 33308

**Receipt #** 03A-10-00013698  
**Paid** 09/30/2011 4.50

**2011 - 2012**

**TOWN OF LAUDERDALE-BY-THE-SEA**

**Business Tax Receipt**

4501 Ocean Drive, Lauderdale-By-The-Sea, FL 33308

Lic Expires 9/30/2012 - Fire Fees apply to 2011

No: 1591

Date: 10/05/11

**Address:** 4322 E. Tradewinds Ave.  
 Lauderdale By The Sea, FL 33308  
**Activity:** UNCLASSIFIED (275)  
 ADMINISTRATIVE OFFICE WEB DES

BUS TAX 100.00  
 PENALTY  
 FIRE INSP  
 SIGN  
 PRIOR/TRF  
**Total Paid 100.00**

**Issued to:** OPT 2 WEB Inc DBA Procastnation  
 Attn: Jennifer Kovacs  
 4322 E. Tradewinds Ave.  
 Lauderdale By The Sea, FL 33308



*B. Bentley*  
 License Official

Must be posted in a conspicuous place.

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

**RFQ FORM A**

Respondent: Opt2Web Inc.

**QUALIFICATIONS STATEMENT**

**Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.**

**THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.**

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals and entities that do business under the trade name.)
  - 1.1. The correct and full legal name of the Respondent is: Opt2Web Inc.
  - 1.2. The business is a (Sole Proprietorship) (Partnership) **(Corporation)x**
  - 1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows: Kevin Garcia, Jennifer Kovacs
2. Please describe your company in detail. Opt2Web Inc. is a web design and development firm specializing in digital artwork and online marketing. Creating an online image for clients. Regarding marketing, we provide extensive research and analysis of target markets to decide what advertising vehicles to utilize.
3. The address of the principal place of business is: 4322 E. Tradewinds Ave. Lauderdale-by-the-Sea, FL 33308
4. The office that will serve this contract is located: 4322 E. Tradewinds Ave. Lauderdale-by-the-Sea, FL 33308
5. Company telephone number, fax number and e-mail addresses: **(o)** 954-533-0283, **(f)** 954-301-2314, [kevin@opt2web.com](mailto:kevin@opt2web.com), [jenn@opt2web.com](mailto:jenn@opt2web.com)
6. Number of employees: 4
7. Name of employees to be assigned to the Town's work and professional certifications or licenses and certification or license numbers or identification: 3
8. Company identification numbers for the Internal Revenue Service: 27-2053915
9. Provide Broward County occupational license number, if applicable, and expiration date: September 30, 2012

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

10. How many years has your organization been in business? Does your organization have a specialty? 2 years and 2 months, custom web design and development, online marketing, graphic design
11. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.

**The Greater Pompano Beach Chamber of Commerce** – website redesign and development, banner ad display ads, email blast designs, flyer designs.

Cost: \$4,708.00

**Arts and Business Council of Miami** –website redesign and development, banner ad display ads, email blast designs, flyer designs

Cost: \$4,385.00

**LBTS Events** – website design and development, logo, banner ad display ads, email blast designs, flyer designs, posters

Cost: \$4,540.00

12. Have you ever failed to complete any work awarded to you? If so, where and why? No
13. Provide the following information concerning all contracts in progress as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date
Super Beauty Me	Lu Jonguck	\$7,160.00	June 1 <sup>st</sup> 2012	95%
Boca Beauty Academy	Jack Bragin	\$5,142.00	August 1 <sup>st</sup> 2012	5%
Stevepoorman.com	Steve Poorman	\$3,068.00	June 1 <sup>st</sup> 2012	10%
A1A Limo	Rick Versace	\$1,650.00	Ongoing	90%
Blakejenner.com	Derrick Jenner	\$900	May 28 <sup>th</sup> 2011	80%
LaSpadas Hoagies	Harry Kapp	\$5,302.00	TBD	40%
VillageGrille/Village Pump	Lucke Ricciuti	\$2,560.00	Ongoing	60%
Mayus Cakes	Luis Malkun	\$6,210.00	Ongoing	95%
Morays Jewelers	Ray Pardo	\$12,968.00	Ongoing	95%

*(Continue list as necessary)*

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

14. Provide the following information for any subcontractors you will engage if awarded the contract. The list of subcontractors may not be amended after award of the contract without the prior written approval of the Town Manager

<b>Subcontractor Name</b>	<b>Address</b>	<b>Work to be Performed</b>
N/A		

*(Continue list as necessary)*

**RFQ Form B**

Respondent: Opt2Web Inc.

**REFERENCE FORM**

**Forms A, B & C are available in WORD format from the Town Clerk upon request.**

**THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.** The Respondent guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses, telephone numbers, and email addresses of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFQ:

1. Name of Contact: Ric Greene

Title of Contact: President of the Greater Pompano Beach Chamber of Commerce

Email address rgreen@pompanobeachchamber.com

Telephone Number: (954) 941- 2940 Fax Number (954) 785- 8358

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

2. Name of Contact Arts and Business Council of Miami  
Title of Contact Laura Bruney  
Email address arts-business-miami@att.net  
Telephone Number (O) 305.326.1011 Fax Number (F) 305.357.3882
3. Name of Contact Mayus Cakes  
Title of Contact Luis Malkun  
Email address lfmalkun@mayuscakes.com  
Telephone Number: (786) 357-5406 Fax Number N/A
4. Name of Contact Morays Jewelers  
Title of Contact Ray Pardo  
Email address office@moraysjewelers.com  
Telephone Number: 305-374-0739 Fax Number 305-374-8421

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

**RFQ Form C**

Respondent: Opt2Web Inc.

**RESPONDENT'S CERTIFICATION**

**THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.**

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

I have carefully examined the Request for Proposal referenced above ("RFQ") and any other documents accompanying or made a part of this RFQ.

I hereby propose to furnish the goods or services specified in the RFQ. I agree that my proposal will remain firm for a period of 120 days in order to allow the Town adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or Respondent hereby authorizes the Town of Lauderdale-by-the-Sea, its staff or agents to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town or any other Respondent is interested in said proposal; and that the undersigned executed this Respondent's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney.

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crimes may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor, or Qualified Firm under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in Sec. 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. I further

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES  
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

certify, under oath, that neither the entity submitting this sworn statement, not to my knowledge, any of its officers, directors, executives, partners, shareholder, employees, members or agents

active in the management of the entity has been convicted of a public entity crime subsequent to July 1, 1989.

Opt2Web Inc.

Name of Respondent

By:

Jennifer Kovacs  
Signature

Jennifer Kovacs, VP

Print Name and Title

4322 E. Tradewinds Ave.

Lauderdale-by-the-Sea, FL 33308

Mailing Address

# Relevant Experience

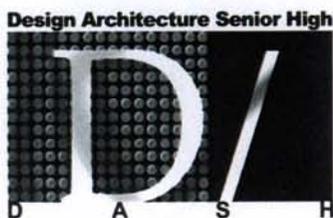
## Firm Profile

**Opt2Web Inc.** was born in March of 2010. The firm was founded by Jennifer Kovacs and Kevin Garcia who have combined over 15 years of experience in media, advertising, marketing and most importantly web design and development. Before the inception of **Opt2Web Inc.** they were previously designing digital artwork for one of the leading communication companies in world, Clear Channel Communications. Acting as webmaster for 7 stations in Market #11, as well as creating designs and integrated marketing campaigns for major radio station websites led to the partnership of two creative individuals. Our combined skill set has matured and resulted in becoming the local leader in online development and internet marketing.

Our experience as Web Design Professionals began in 2000 while Mr. Garcia was attending Miami-Dade County's DASH (Design & Architecture Senior High). The school system was introducing the online web application, Apple Web Development. Mr. Garcia was presented with the opportunity to learn the program and demonstrate the functionality to the teachers who in return shared this valuable information with the students. Mr. Garcia was a natural leader and teacher.

Currently the firm has two full time employees and various contracted employees that are utilized on a per needs basis as the workload warrants. Most of our workers are not only web artists but artists in many other facets. Our specialization is the artistic creation of virtual property. This is what we love to do, infuse art into business using technology.

## Our History



# Comparable Contracts

Although **Opt2Web, Inc.** is a relatively young company we have completed over **60 websites** to date for architects, engineers, jewelers, medical spas, interior design firms, non-profits, travel, radio personalities, lawyers, real estate developers, magazines and cultural vendors. In searching our portfolio of clients we have found the most applicable contracts in comparison to what Miami-Dade County Department of Cultural Affairs is looking for.

## Arts and Business Council of Miami



### Description of services provided

Complete Redesign and Redevelopment of ABC's website, including CMS integration, E-Commerce functionality, real estate for ad space, database and newsletter capabilities and news/announcements module.

Arts and Business Council of Miami had an existing website for over six years and retained the services of **Opt2Web Inc.** to do a complete re-haul in order to achieve the following goals:

- gain exposure
- attract and connect local art group with businesses
- create more interaction with the website
- portray a fresh, artistic look



Opt2Web Inc

**That was then this is now...**

Before choosing to work with **Opt2Web Inc.** ABC was very limited on what they could do with their site. With a complicated back end and little to no training they were left with outdated technology and a poor online representative of their non profit organization. In just a matter of months we were able to give them not only a new website, but a completely new identity.

**Their Goals**

- create a partnership with a reliable web team
- rebrand and remarket the website
- make [www.artsbizmiami.org](http://www.artsbizmiami.org) an online revenue stream
- sell tickets online

**Fees**

This contract did not include website management, or the need for insurance requirements as outlined in the RFP Page.

Fee for the redesign and redevelopment = \$4,385.00 (one time)

Hosting Fee for one user= \$39.00 (per month)

**Term of services provided**

January 27th, 2011 - May 5th, 2011

**Contact**

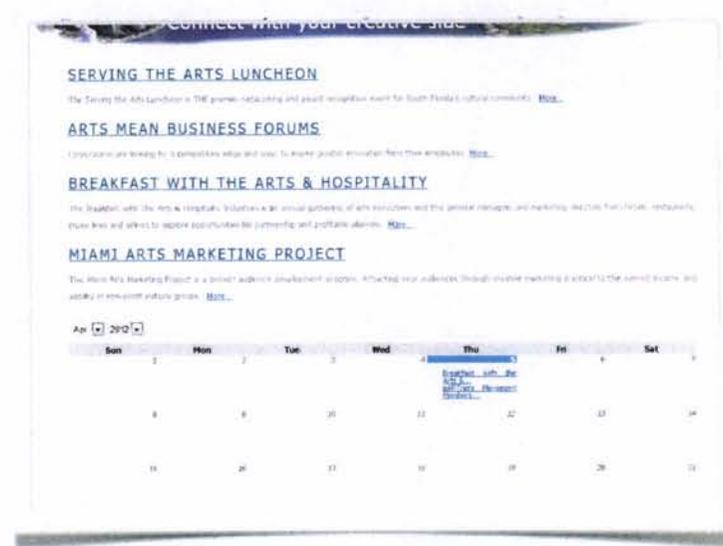
Laura Bruney (305) 326-1011

**Proposer**

Prime Contractor

**Results**

Successful website that generates revenue through event sign-up and ticket sales, CRM, ability to update announcements and met the goal of successfully connecting business partnerships with the Arts. The user friendly CMS allows Laura and Reina to manage all aspects of the site, create new events, recap with Blog posts, and enhanced content as well as photo and video. Satisfied client, please see Letter of Recommendation in References section.



## The Greater Pompano Beach Chamber of Commerce



### Description of services provided

Complete Redesign and Redevelopment of the Greater Pompano Beach Chamber of Commerce website, including full solution platform, extensive Member Directory, merchant log-in, prominent display of events and picture galleries as well as intensive training program to ensure staff was knowledgeable in the maintenance and functionality of the website.

The Greater Pompano Beach Chamber of Commerce had an existing website with Acrisoft, a Chamber specific web provider, and ran into huge communication issues over the years. **Opt2Web Inc.** was hired as an extension of the marketing team to do the following:

- provide 24/7 technical support
- a full solution, eliminating the need for 3rd party vendors
- develop a more appealing front page navigation
- train the staff on updating and up keeping the website with new events and pictures

### That was then this is now...

Before choosing to work with **Opt2Web Inc.** the Greater Pompano Beach Chamber of Commerce had no support. Their platform was giving them a number of issues and there was no customer service. As a partner we work together on a weekly basis.

**Their Goals**

- have a better understanding on what their website could do to increase membership
- create a relationship that they can rely on
- sell tickets online
- new look and navigation

**Fees**

This contract did not include website management, or the need for insurance requirements.

Fee for the redesign and redevelopment =

Value \$9,900.00 / Trade Value for Trustee Membership = \$6,000.00

Total Cost \$3,900.00 (one time)

Hosting Fee for five users= \$59.00 (per month)

**Term**

March 21st, 2011 - July 19th, 2011

**Contact**

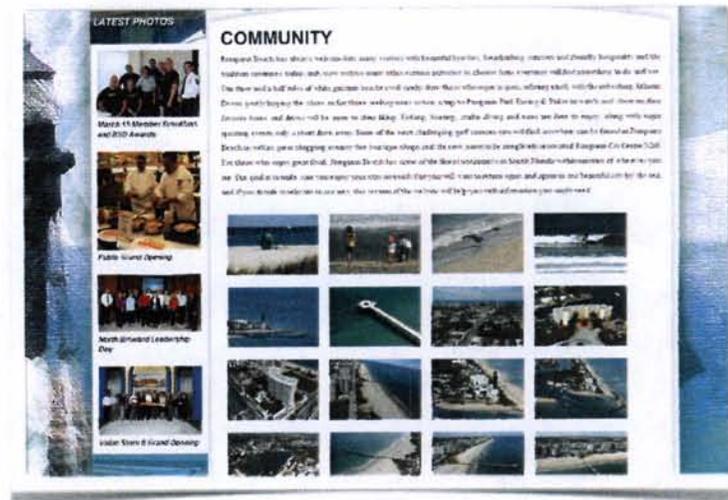
Ric Green - (954) 941-2940

**Proposer**

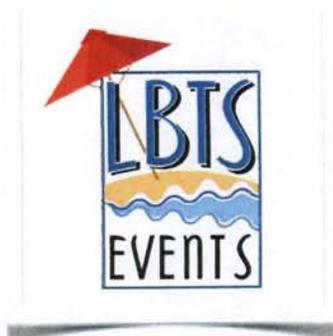
Prime Contract

**Results**

Successful website with advanced membership directory and geo-targeting location search. Over 550 members displayed in 230 categories on the website. The staff now has an easily manageable Events Calendar.



## The Town of Lauderdale-by-the-Sea, LBTS Events



### Description of services provided

Creation, implementation and design for LBTS Events. **Opt2Web Inc.** was hired to create all imaging; logo, website, email blast template, display ads, flyers, cards and manage [www.lbtssevents.com](http://www.lbtssevents.com).

- Corporate identity
- Online Marketing
- Social Media Maintenance
- Website Maintenance

### That was then this is now...

Lauderdale-by-the-Sea had no real web presence for the town events. By working in conjunction with the Chamber and over 35 merchants operating in Lauderdale-by-the-Sea, we created an amazing event that everyone could participate in and is being advertised online at a national level. Now the town has a website they will use throughout the entire year, and more importantly we were able to build a real sense of community throughout the merchants.

### Their Goals

- build a website that can be used on a continually basis to promote town events
- create the brand LBTS Events
- work with merchants to incorporate dynamic calendar of events
- ensure user friendly navigation

This contract did include website management, however, did not include the need for insurance requirements as outlined in the RFP Page.

**Fees**

Design and development = \$3,750.00 (one time)

Maintenance = \$147.00 (per month)

Hosting Fee for one uses= \$39.00 (per month)

**Term**

March 21st, 2012 - undetermined

**Contact**

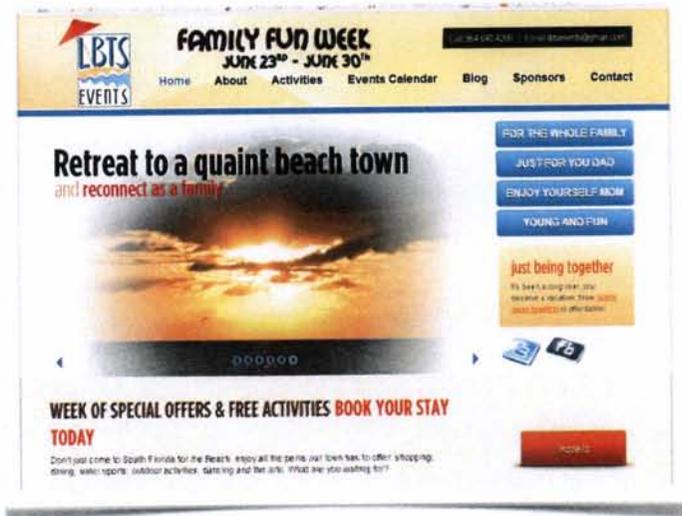
Pat Himelberger- (954) 640-4206

**Proposer**

Prime Contract

**Results**

A fully functional website marketing LBTS Events as a South Florida tourist hotspot for out of town visitors. More importantly this project created incredible community involvement and local business commadore. This will be one of many experiences LBTS Events will have as a community with **Opt2Web Inc.**



## Mayus Cakes



### Description of services provided

Recreation, implementation and design for Mayus Cakes. **Opt2Web Inc.** was hired to create a mobile device friendly website as well as an E-Commerce page for their Gourmet Cakes to Go; website, email blast template, display ads, management of online campaigns.

- Relaunch of Website
- Online Marketing
- Online Shop Integration
- Marketing Consultant

### That was then this is now...

Mayus Cakes had a Flash based website that was not mobile device friendly. We rebuilt and revamped the website to include a Blog, E-Commerce a basic CRM with Database Management and Email Marketing. Since the relaunch we have been working with the up and coming cake makers and advertising their decorated cakes as well as Gourmet Cakes to Go.

### Their Goals

- remove all Flash components
- improve the picture gallery
- keep the site updated via Blog and testimonials

- ensure user friendly navigation

This contract did include website management, however, did not include the need for insurance requirements as outlined in the RFP Page.

**Fees**

Design and development = \$6,210.00 (one time)

Maintenance = \$275.00 (per month)

Hosting Fee for one uses= \$39.00 (per month)

**Term**

March 21st, 2012 - undetermined

**Contact**

Luis Malkun (786) 357-5406

**Proposer**

Prime Contract

**Results**

Mayus Cakes is selling 5 - 10 decorated cakes per week. We recently launched their nationally campaign for Gourmet Cakes to Go and already sold to the West Coast. We gave Mayus Cakes an easy to use back end where they can update their website with new pictures, content, and information on a regular basis.



## Gold Coast Scuba



### Description of services provided

Redesign and redevelop [www.goldcoastscuba.net](http://www.goldcoastscuba.net) to include E-Commerce and Events Calendar. Gold Coast was primarily using their Meetup site for getting information out divers and potential customers. **Opt2Web Inc.** was hired to build an online solution with a new sleek design.

- Website Redesign and Development
- Full Solution Integration

### That was then this is now...

Previously Gold Coast had no control over their website. It looked unprofessional and was lacking in functionality. They were using their Meetup site to update their divers and list all their vendors and partners. Now they have a crucial tool to the success of their business. They sold two trips in the first week on their new website.

### Their Goals

- build a website that can be used on a continually basis to promote events
- sell online
- register online
- more professional look and feel

This contract did not include website management or the need for insurance requirements as outlined in the RFP Page.

**Fees**

Design and development = \$2,630.00 (one time)

Hosting Fee for one uses= \$49.00 (per month)

**Term**

May 1st, 2012 - undetermined

**Contact**

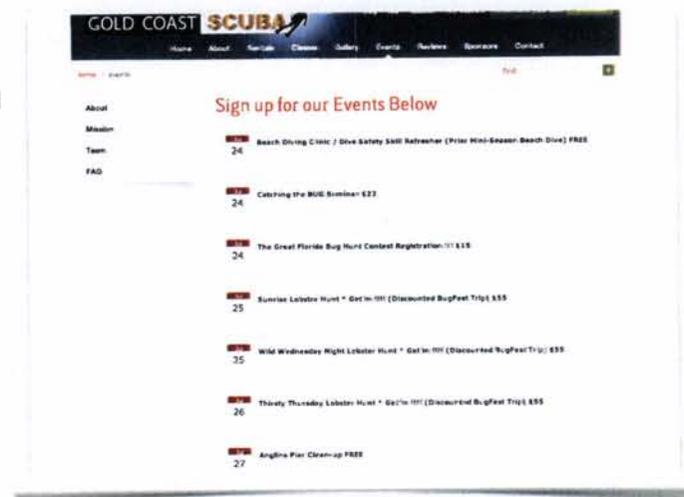
Scuba Steve - (954) 616-5909

**Proposer**

Prime Contract

**Results**

A fully functional website marketing Gold Coast Scuba events and registration. More importantly Gold Coast can now send people to their own website instead of their Meetup page.





# Compensation

To be discussed and determined per Scope of Services.



Opt2Web Inc

# References

## **Arts and Business Council of Miami**

Contact: Laura Bruney  
Phone: (305) 326-1011  
E-mail: [arts-business-miami@att.net](mailto:arts-business-miami@att.net)  
Services provided since: 2011

## **The Greater Pompano Beach Chamber of Commerce**

Contact: Ric Green  
Phone: (954) 941-2940  
E-mail: [rgreen@pompanobeachchamber.com](mailto:rgreen@pompanobeachchamber.com)  
Services provided since: 2011

## **Mayus Cakes**

Contact: Luis Malkun  
Phone: (786) 357-5406  
Email: [sales@mayuscakes.com](mailto:sales@mayuscakes.com)  
Services provided since: 2010

## **County Work**

We have worked with Lauderdale-by-the-Sea and had great success in the launching of several sites since the beginning of the year, as well as providing creative to be used in marketing the town and events. As a boutique firm we are able to form invaluable relationships and work closely with our clients to ensure we meet expectations and reach their online goals.

## **Other Client References**

### **Artburst Miami**

Contact: Celeste Fraser Delgado  
Phone: (305) 754-4305  
E-mail: [celestefd@comcast.net](mailto:celestefd@comcast.net)  
Services provided since: 2012

### **Gartek Engineering**

Contact: Susan Hernandez  
Phone: (305) 266-8997  
Email: [susan@gartek.cc](mailto:susan@gartek.cc)  
Services provided since: 2011

### **Gold Coast Scuba**

Contact: Steve Gagas  
Phone: (954) 616-5909  
Email: [goldcoastscuba@yahoo.net](mailto:goldcoastscuba@yahoo.net)  
Services provided since: 2012

### **Greight Spaces**

Contact: William Meleski  
Phone: (954) 788-9044  
Email: [William.Meleski@GreightSpaces.com](mailto:William.Meleski@GreightSpaces.com)  
Services provided since: 2011

### **Morays Jewelers**

Contact: Ray Pardo  
Phone: (305) 374-0739  
Email: [office@moraysjewelers.com](mailto:office@moraysjewelers.com)  
Services provided since: 2011



2801 Florida Avenue  
Suite 10  
Coconut Grove, Florida 33133  
305-326-1011  
[www.ArtsBizMiami.org](http://www.ArtsBizMiami.org)

April 11, 2012

Town of Lauderdale-by-the-Sea  
Town Clerk  
4501 Ocean Drive  
Lauderdale-by-the-Sea, Florida 33308

To Whom It May Concern:

The Arts & Business Council of Miami has worked with Opt2Web Inc. for the past 2 years. They custom designed a new website for our organization in 2011. From the first meeting where they helped us refine our goals and strategies for our website and online presence, to the design and development process to the finished project they were professional and committed. The creative website the Opt2Web team designed has become an important tool and asset in the growth of our business. After outlining the functionality and site development, we worked very closely to create a custom design we are thrilled with. We use the creative on all promotional items and it has translated perfectly.

With our new website we now have the ability to control the content, create more visitor interaction via our Blog, Newsletter, Events Calendar and Directory. Connecting with businesses interested in our programs in a quick, easy and attractive format was a priority. We are now able to update the website on a daily basis, keep track of inquiries and registrations, review real time reports as well as integrate our social media efforts.

Opt2Web Inc. offered our staff an extensive training program, and has been available 24/7 since launch. We have never had a problem with down time, information retrieval or customer service. They have been prompt and responsive to all our requests.

I would absolutely recommend working with Opt2Web Inc. on your web design project. We reviewed a number of other companies before we choose Opt2Web Inc. and none gave us the dedicated attention and thorough implementation they offered. The transition has been seamless and we will continue to work with them on our current and upcoming website(s).

For additional questions please feel free to call me at 305-326-1011.

Sincerely,

A handwritten signature in cursive script that reads "Laura Bruney".

Laura Bruney  
Executive Director



## Letter of Recommendation

Regarding Opt2Web Inc. Web Design & Development

### Location

4322 E. Tradewinds Ave.  
Lauderdale-by-the-Sea, FL 33308

We have been working with Opt2Web Inc. for the past 2 year (s). Since, we've partnered with the Opt2Web team our website has become an important tool and asset in the growth of our business. After outlining the functionality and site development, we worked very closely to create a custom design we are thrilled with. We use the creative on all promotional items and it has translated perfectly.

With our new website we now have the ability to control the content, create more visitor interaction via our Blog, Newsletter, Events Calendar and Directory. Connecting with businesses interested in our service in a quick, easy and attractive format was a priority. We are now able to update the website on a daily basis, keep track of inquiries and registrations, review real time reports as well as integrate our Social Media efforts.

Opt2Web Inc. offered our staff an extensive training program, and has been available 24/7 since launch. We have never had a problem with down time, information retrieval or customer service. They have been prompt and responsive to all our requests.

I would absolutely recommend working with Opt2Web Inc. on your web design project. We reviewed a number of other companies before we choose Opt2Web Inc. and none gave us the dedicated attention and thorough implementation they offered. The transition has been seamless and we will continue to work with them on our current and upcoming website(s).

For additional questions please feel free to call me at 954-941-2940.

Sincerely,

President/CEO of The Greater Pompano Beach Chamber of Commerce



Morays Jewelers Inc.  
50 Northeast 2<sup>nd</sup> Ave.  
Miami, FL 33132  
January 6, 2011

To Whom It May Concern:

It is with the utmost confidence that I advocate Opt 2 Web Inc. as a prime candidate for your web site's construction and maintenance. Throughout the building process and after, Opt 2 Web Inc. proved themselves to be the professional and creative developers we hoped them to be. Opt 2 Web Inc. was always willing to offer their assistance – no matter the time or day. They possess an uncanny knowledge of website utilization, optimization, and functionality that is sure to shine through in the virtual piece of art they are poised to create for you. Their expertise would be a valuable asset to any firm, and I strongly recommend their services.

Warmest Regards,

A handwritten signature in black ink, appearing to read "Raymond R. Pardo", is written over a horizontal line.

Raymond R. Pardo, MBA  
General Manager

## **ARTBURST**

Miami's media bureau for the arts.

Previews and reviews of performances  
Videos  
Adult dance classes  
Dance company directory

April 12, 2012

To Whom It May Concern:

Kevin Garcia and Jennifer M. Kovacs of Opt2Web recently migrated our website from our previous server to a new server and added new functionality, including an events calendar, and media archives for video and audio files. They also improved the look of a site with a rotating window for top stories. You can see their work for us at [www.artburstmiami.com](http://www.artburstmiami.com).

Kevin and Jennifer were flexible in meeting with us in person and by phone according to our hectic schedules. They were creative in devising solutions for our problems and achieved the requested deadlines.

We highly recommend their services.

If you would like any further information, you can reach me at [celestefd@comcast.net](mailto:celestefd@comcast.net) or at 305-754-4305.

Sincerely,

QuickTime™ and a  
decompressor  
are needed to see this picture.

Celeste Fraser Delgado



April 11, 2012

**RE Letter of Recommendation: Opt2Web Inc. Web Design & Development**

To Whom it May Concern:

It is with great pleasure we provide this Letter of Recommendation for Opt2Web Inc. We have been working with Opt2Web, Inc. for the past two years. Since we've partnered with the Opt2Web team our website has become an important tool and asset in the growth of our business. After outlining the functionality and site development, we worked very closely to create a custom design that has met our firm's marketing objectives.

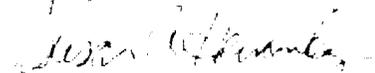
Our new website has enabled our firm to attract new clients, promote our projects through a clean and professional database and highlight the projects of our clients in a professional manner. We have the ability to control the content and update the site any time that we want and are not held hostage by our web designers. The site also monitors and provides reports for the "movement" on the site which assists us in creating future marketing milestones.

Opt2Web, Inc. offered our staff an extensive training program, and has been available 24/7 since the new website was launched. We have never had a problem with down time, information retrieval or customer service. They have been prompt and responsive to all our requests.

We would absolutely recommend working with Opt2Web, Inc. on your web design project. Prior to selecting Opt2Web we considered several other companies; however we felt they were not a good fit for our company and did not understand our vision.

For additional questions please feel free to call me at 305-266-8997.

Sincerely,

  
Susan A. Hernandez  
Business Development Manager

**Gartek Engineering Corporation** [www.gartek-engineering.com](http://www.gartek-engineering.com)  
1211 SW 19 Terrace - Miami, Florida 33135 - Phone (305) 266-8997 - Fax (305) 264-8456  
700 East Prospect Road - Suite 100 - Oakland Park, Florida 33334 - Phone (954) 369-2547  
4121 W Atlantic Ave - Suite A18 - Delray Beach, Florida 33445 - Phone (561) 837-9909 - Fax (561) 877-9959

Collinsworth, Alter, Fowler & French, LLC  
Insurance

April 12, 2012

TO: Kevin  
FROM: W. Meade Collinsworth  
CPCU, CRIS, ARM, AIM, AAI

**HERE IS THE QUOTE THAT WE HAVE OBTAINED AND IT IS FROM NEW HAMPSHIRE INSURANCE CO. (ADM):**

**INSURED:** Opt2Web, Inc.  
**COVERAGE:** Professional And Technology Based Services, Technology Products, Computer Network Security, and Multimedia & Advertising Liability  
**POLICY FORM:** Claims Made & Reported and Defense Costs are within the Limit of Liability  
**POLICY PERIOD:** TBA – Annual Policy

<b>LIMITS OF LIABILITY (Each Claim/Annual Aggregate)</b>	<b>DEDUCTIBLE (Each Claim)</b>	<b>ANNUAL PREMIUM</b>
<b>\$1,000,000 / \$1,000,000</b>	<b>\$1,000</b>	<b>\$</b>

**SUBJECT TO THE FOLLOWING TERMS/CONDITIONS/EXCLUSIONS/LIMITATIONS/ENDORSEMENTS & POLICY FORMS TO BE USED:**

- **Currently signed and dated application – prior to binding**
- **This indication is valid for 30 day**
- **Extended Reporting Period: 1 year at 100%**
- **Policy Form: AFB Media Tech Professional And Technology Based Services, Technology Products, Computer Network Security, and Multimedia & Advertising Liability Insurance Policy**
- **BICMT03101206FL Addendum to Declarations – Florida**
- **BICMU00080405 Countersignature Endorsement**
- **BICMT00201005FL Florida Amendatory Endorsement**
- **BICMTU05090406 Nuclear Exclusion**
- **E02804AFL092011ed. Sanction Limitation and Exclusion Clause – Florida**
- **BICMU05070466 War and Civil War Exclusion**
- **BICMU05211205 Amend Consent and Settlement Clause**
- **BICMT05201205 Amend Definition of Claim – Written Demand**
- **E00813102008ed. Amend Merger and Acquisitions Clause**
- **E02024042010ed. Amend Notice of Claim**
- **BICMT05161205 Amend Regulatory Exclusion**
- **BICMT05241205 Delete Exclusion J**
- **E01266062009ed. Delete Exclusion K**
- **BICMT00121005 Software Copyright Infringement Endorsement**
- **Retroactive Date: Inception...if not correct...please let us know if you have any questions and we can discuss further as this means coverage applies to claims made and services rendered after this date.**

Opt2Web, Inc.  
April 12, 2012  
Page two

- **Please note this is a Claims-Made policy – Our quote provides coverage on a "Claims-Made" basis which applies only to wrongful acts which happen, and for which claim is made, while the insurance is in force. Once the policy is canceled or not renewed, all coverage will cease if it is not replaced with equivalent coverage and retroactive date. Some policies provide for a "mini-tail" reporting period at expiration if coverage is not renewed. Please ask specifically if this is a concern for you, and we will be happy to detail the options on the quotes provided.**
- **If you have any questions...let us know...**

WMC/ay

*a/e ProNet also offers Continuing Education credits on-line...let me know  
if this interests you or please visit their website at [www.aepro.net](http://www.aepro.net)*

**Worker's Compensation Proposal**  
Proposed with  
**Hartford Underwriters Insurance Company**  
4/15/2012 to 4/15/2013

**Part I – Workers' Compensation Insurance (Coverage A and C)**

Statutory Coverage as provided by the following states:

**Florida**

Coverage includes Medical and Loss of Income Benefits for injuries arising out of a work related injury.

**Part II – Employers Liability Insurance (Coverage B)**

**Limits of Insurance**

Bodily Injury By Accident	\$ 500,000	Each Accident
Bodily Injury By Disease	\$ 500,000	Policy Limit
Bodily Injury By Disease	\$ 500,000	Each Employee

**Rating Information:**

State: Florida

Location: 01

Location Address:

4322 East Tradewinds Ave  
Fort Lauderdale, FL 33308

Class Code	Description:	Rate:	Premium Basis (Rate per \$100 of Exposure)	Class Premium:
8810	Clerical Office Employees Noc	.27	20,000	\$
8810	Computer System Designers Or Programmers: Exclusively	.27	45,000	\$

**State Recap:**

Total Class Premium		\$
Increased Limits Part Two	.80 %	\$
To Equal Increased Limits Minimum Premium		\$
Total Estimated Annual Standard Premium		\$
Expense Constant 0900		\$
Terrorism (9740) 65,000	.0200	\$
Total Estimated Annual Premium		\$

**Recommendations and Comments**

**Premium Summary**

**4/13/2012 to 4/13/2013**  
**Term**

**DISCLOSURE PURSUANT TO TERRORISM RISK INSURANCE ACT**

**Terrorism Coverage and Premium**

In accordance with the federal Terrorism Risk Insurance Act (as amended "TRIA"), we are required to make coverage available under your policy for "certified acts of terrorism." The actual coverage provided by your policy(ies) will be limited by the terms, conditions, exclusions, limits, and other provisions of your policy(ies), as well as any applicable rules of law.

The portion of your premium attributable to this terrorism coverage is shown in the premium section(s) of this quote proposal or binder.

**Definition of Certified Act of Terrorism**

A "certified act of terrorism" means an act that is certified by the Secretary of the Treasury, in concurrence with the Secretary of State and the Attorney General of the United States, to be an act of terrorism under TRIA. The criteria contained in TRIA for a "certified act of terrorism" include the following:

1. The act results in insured losses in excess of \$5 million in the aggregate, attributable to all types of insurance subject to TRIA; and
2. The act results in damage within the United States, or outside the United States in the case of certain air carriers or vessels or the premises of an United States mission; and
3. The act is a violent act or an act that is dangerous to human life, property or infrastructure and is committed by an individual or individuals acting as part of an effort to coerce the civilian population of the United States or to influence the policy or affect the conduct of the United States Government by coercion.

**Disclosure of Federal Share of Terrorism Losses**

The United States Department of the Treasury will reimburse insurers for 85% of that portion of insured losses attributable to certified acts of terrorism that exceeds the applicable insurer deductible. However, if aggregate industry insured losses under TRIA exceed \$100 Billion in a Program Year (January 1 through December 31), the Treasury shall not make any payment for any portion of the amount of such losses that exceeds \$100 billion. The United States government has not charged any premium for their participation in covering terrorism losses.

**Cap on Insurer Liability for Terrorism Losses**

If aggregate industry insured losses attributable to "certified acts of terrorism" under TRIA exceed \$100 Billion in a Program Year (January 1 through December 31), and we have met, or will meet, our insurer deductible under TRIA, we shall not be liable for the payment of any portion of the amount of such losses that exceed \$100 billion. In such case, your coverage for terrorism losses may be reduced on a pro-rata basis in accordance with procedures established by the Treasury, based on its estimates of aggregate industry losses and our estimate that we will exceed our insurer deductible. In accordance with the Treasury's procedures, amounts paid for losses may be subject to further adjustments based on differences between actual losses and estimates.

Note to Producer on TRIA: The premium for terrorism coverage and the TRIA disclosures above must be provided to the insured or prospect at the time of quoting. If you are not using this quote proposal, you can use Hartford's stand-alone TRIA disclosure form for quotes and binders, which is available on EBC or from the company.

**PLEASE CONTACT YOUR AGENT, BROKER OR REPRESENTATIVE IF YOU HAVE QUESTIONS**

**Total WC Estimated Annual Premium**

**\$**

**Spectrum Quote Proposal**  
**Proposed with**  
**Sentinel Insurance Company**  
**4/13/2012 to 4/13/2013**

**Total Annual Spectrum Premium** \$

**Policy Level:**

<b><u>Liability Coverages</u></b>	<b><u>Limits of Insurance</u></b>	<b><u>Premium</u></b>
Business Liability	Each Occurrence \$ 1,000,000	
	General Aggregate \$ 2,000,000	\$ 16
	Products/Completed Operations Aggregate \$ 2,000,000	\$ Included
	Personal and Advertising Injury \$ 1,000,000	\$ Included
Damage to Premises Rented to You	\$ 1,000,000	\$ Included
Medical Expenses	\$ 10,000	\$ Included
Hired and Non-owned Auto	\$ 1,000,000	\$ 126
	<b>Advertising Injury Excluded</b>	
Employment Practices Liability (Claims Made)	Per Claim \$ 10,000	\$ Included
	Aggregate \$ 10,000	
	EPLI Deductible: \$ 0	
	EPLI Retroactive Date: 04/12/2012	
	Prior Acts Charge	\$ 1
Technology Services Coverage - Limited	\$ Included	\$ 1
Terrorism		\$ 3
Minimum Premium Difference		\$ 168

<b><u>Property Coverages</u></b>	<b><u>Limits of Insurance</u></b>	<b><u>Premium</u></b>
Equipment Breakdown Coverage	\$ Excluded	

**Location/Building Level:**

**Location/Building Information:**

Location No./Building No. : 001/001  
Street Address : 4322 East Tradewinds Ave  
City, State and Zip Code : Fort Lauderdale, FL 33308  
Protection Class : 03  
Class Code : 41801  
Description : Website Design & Development Services  
Construction : Joisted Masonry  
Sprinklered : No  
Area : 500  
Annual Sales/Receipts : \$135,000