

CRA PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT (the "Agreement") is made and entered into as of May 20, 2022 (the "Effective Date"), by and between the **HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY**, a public body corporate and politic (the "HBCRA") having an address at 400 S. Federal Highway, Hallandale Beach, Florida 33009, and **BRAND POETS, LLC**, a Florida limited liability company (the "Consultant") having an address at 7800 S.W. 57th Avenue, Suite 101, Miami, Florida 33143.

RECITALS

1. The HBCRA desires to engage the Consultant for provision of the services as set forth in the Scope of Work (as defined below), subject to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants and conditions set forth herein, and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, the parties do hereby agree as follows:

1. **General Intent.** The intent of this Agreement is to set forth the rights and obligations of the parties with respect to the provision by Consultant to the HBCRA of professional services related to RFP # FY 2021-2022-CRA001 CRA MARKETING, SOCIAL MEDIA BRANDING, PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES awarded by Resolution No. 2022-001 CRA, as set forth in the RFP Document and Consultant's proposal attached hereto as Exhibit "A" and by this reference made a part hereof (the "Scope of Work"). The parties acknowledge and agree that the Scope of Work contains certain terms and conditions that are incorporated into this Agreement; provided, however in the event there is any conflict between the terms and conditions of this Agreement and the Scope of Work, the terms and conditions of this Agreement shall control.

2. Services and Responsibilities

2.1 The Consultant hereby agrees to perform the services as assigned and directed by the HBCRA to the Consultant from time to time for the Fee. The Consultant shall be solely responsible for the satisfactory and complete execution of the Scope Work. The Scope of Work shall generally be performed at the direction of the HBCRA and completed with time frames as agreed upon by the parties from time to time. The term of this Agreement shall for be a period of three (3) fiscal years commencing on the Effective Date and terminating on September 30, 2024. The Scope of Work shall be completed prior to the expiration of the term.

2.2 Consultant hereby represents and warrants to the HBCRA that it possesses (a) the skills necessary to perform the Scope of Work as required by this Agreement and (b) all necessary licenses required by the State of Florida, Broward County and the City of Hallandale Beach to perform the Scope of Work.

2.3 Consultant shall report to the HBCRA Executive Director or his designee. During the conduct of the performance of its services, Consultant shall schedule regular meetings with the HBCRA Executive Director or his designee to discuss the progress of the work. The Consultant shall provide written progress reports and a final report to the HBCRA setting forth status and completion of milestones as well as other performance measures demonstrating Consultant's compliance with this Agreement and the Scope of Work as directed by the HBCRA

Executive Director or his designee. Additionally, the Consultant may be evaluated on annual basis.

2.7 Consultant hereby represents to the HBCRA, with full knowledge that HBCRA is relying upon these representations when entering into this Agreement with Consultant, that Consultant has the professional expertise and experience to perform the services to be provided by Consultant pursuant to the terms of this Agreement. Consultant shall maintain during the term of this Agreement all necessary licenses and qualifications required by applicable law.

3. **Relationship of the Parties.** The Consultant accepts the relationship of trust and confidence established by this Agreement and covenants with the HBCRA to cooperate with the HBCRA and exercise the Consultant's skill and judgment in furthering the interests of the HBCRA; to furnish efficient business administration and supervision, and to perform the Scope of Work in an expeditious and economical manner consistent with the HBCRA's interests. The HBCRA agrees to furnish or approve, in a timely manner, information required by the Consultant and to make payments to the Consultant in accordance with the requirements of this Agreement.

4. **Compensation and Method of Payment**

4.1 Compensation for the services provided by Consultant to the HBCRA shall be based on the fee agreed upon by the HBCRA and the Consultant at the time of assignment of the services; provided, however, the aggregate fee(s) shall not exceed Fifty Thousand and 00/100 Dollars (\$50,000.00) per fiscal year (i.e., Fiscal Years 2021-22, 2022-23 and 2023-24) (the "Fee"). Without limiting the foregoing, any unused portion of the Fee in any Fiscal Year cannot be rolled over or applied to the succeeding Fiscal Year. The Fee represents and contains all amounts due and payable for the services provided by Consultant as set forth in the Scope of Work including any out of pocket and third party costs which may be incurred and/or paid by Consultant. Payment by the HBCRA of the Fee for the Scope of Work performed shall be deemed full compensation to the Consultant for the performance of this Agreement.

4.2 Consultant shall submit to the HBCRA written invoices upon completion of certain tasks in the Scope of Work as agreed upon by the HBCRA and the Consultant. Each invoice shall include a detailed billing statement for services rendered and any other supporting documentation as reasonably requested by the HBCRA. With respect to the procedures for payment, the HBCRA and Consultant agree to comply with and be bound by the provisions of Part VII, Chapter 218, Florida Statutes, entitled the Local Government Prompt Payment Act.

5. **Changes in Scope of Work.** HBCRA may request changes that would increase, decrease or otherwise modify the scope of services to be provided under this Agreement. Such changes must be contained in a written amendment, executed by the parties hereto, with the same formality and with equality and dignity prior to any deviation from the terms of this Agreement including the approval of the HBCRA Board of Directors.

6. **Termination.**

6.1 **Termination by the Consultant.** The Consultant may terminate the Agreement if the HBCRA fails to make a payment as required by the Agreement followed by written notice thereof from Consultant to HBCRA and HBCRA's continued failure to make such payment for fifteen (15) days following the receipt of such notice. If the Consultant terminates the Agreement as set forth in the previous sentence, the Consultant shall be entitled to recover from the HBCRA payment for the Scope Work executed up to the date of termination but shall not be entitled to any

other damages including, but not limited to, consequential and/or punitive damages. Any termination or purported termination by the Consultant for any reason other than HBCRA's nonpayment shall be void thereby entitling the HBCRA to its rights and remedies available at law and in equity.

6.2 Termination by the HBCRA for Cause. The HBCRA may terminate this Agreement if the Consultant:

6.2.1 Persistently or repeatedly refuses or fails to follow HBCRA's directions relative to the performance of the Scope of Work including, but not limited to, failing to perform the Scope of Work or any portion thereof within agreed upon time frames;

6.2.2 Persistently disregards laws, ordinances, or rules, regulations or orders of a public authority having jurisdiction; or

6.2.3 Otherwise materially breaches any provision of this Agreement.

When any of the above reasons exist, the HBCRA may without prejudice to any other rights or remedies and after giving the Consultant seven (7) days' written notice, terminate this Agreement and the employment of the Consultant. The Consultant shall not be entitled to receive payment for the Scope of Work completed until the remainder of the Scope of Work is finished and, in addition to any other rights available to the HBCRA at law or in equity, the Consultant shall be liable to HBCRA for all reasonable excess completion costs and costs to correct as a result of said termination including, but not limited to, monetary damages and attorneys' fees and costs. Any amounts owed by the Consultant to the HBCRA pursuant to the previous sentence may be offset and credited by the HBCRA against any payments owed by the HBCRA to the Consultant at the time of termination.

6.3 Termination by the HBCRA for Convenience. Notwithstanding anything in the Agreement to the contrary, HBCRA shall have the right, for whatever reason and in its sole discretion, to terminate the Agreement without penalty or liability by providing the Consultant with seven (7) days written notice thereof. Upon such termination, this Agreement shall be null and void, except that Consultant shall be entitled to payment for the Scope Work executed up to the date of termination. Any of Consultant's then outstanding and/or unfulfilled duties and/or obligations under the Agreement accruing prior to such termination shall survive the termination of the Agreement.

6.4 Waiver of Consequential and Punitive Damages. Consultant acknowledges and agrees that Consultant shall not be entitled to, and hereby waives any claims for consequential or punitive damages in connection with the termination of this Agreement by either the Consultant or the HBCRA as set forth in Sections 6.1, 6.2 and/or 6.3 above, as well as in connection with, arising from or related to any other matter whatsoever between the parties including, but not limited to claims, lawsuits, arbitrations and mediations.

7. Insurance. Consultant agrees to maintain, on a primary basis and at its sole expense, at all times during the provision of the Scope of Work and thereafter for the period of the applicable Statute of Limitations and applicable Statute of Repose the following insurance coverage's, limits, including endorsements described herein. The requirements contained herein, as well as HBCRA's review or acceptance of insurance maintained by Consultant is not intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Consultant under any resulting contract.

Commercial General Liability. Consultant agrees to maintain Commercial General Liability at a limit of liability not less than \$1,000,000 Each Occurrence, \$1,000,000 Annual Aggregate. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability

Business Automobile Liability. Consultant agrees to maintain Business Automobile Liability at a limit of liability not less than \$1,000,000 Each Occurrence. Coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event Consultant does not own automobiles, Consultant agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

Worker's Compensation Insurance & Employers Liability. Consultant agrees to maintain Worker's Compensation Insurance & Employers Liability in accordance with Florida Statute Chapter 440.

Professional Errors & Omissions Liability. If applicable, Consultant agrees to maintain Professional Error's & Omissions Liability at a limit of liability not less than \$1,000,000 Each Occurrence \$2,000,000 Annual Aggregate... The Consultant agrees the policy shall include a minimum three (3) year Discovery (tail) reporting period, and a Retroactive Date that equals or precedes the effective of the Contract, or the performance of services hereunder. The Consultant agrees the Self-Insured-Retention shall not exceed \$25,000. This coverage may be provided on a Per-Project Basis.

Additional Insured. Consultant agrees to endorse HBCRA as an Additional Insured with a CG 2026 07 04 Additional - Insured - Designated Person or Organization endorsement or CG 2010 19 01 Additional Insured - Owners, Lessees, or Consultants - Scheduled Person or Organization or CG 2010 07 04 Additional Insured - Owners, Lessees, or Consultants - Scheduled Person or organization in combination with CO 2037 07 04 Additional Insured - Owners. Lessees Consultants- Completed Operations, or similar endorsements, to the Commercial General Liability. The Additional Insured shall read "Hallandale Beach Community Redevelopment Agency"

Waiver of Subrogation Consultant agrees by entering into this contract to a *Waiver of Subrogation* for each required policy herein. When required by the insurer, or should a policy condition not permit Consultant to enter into a pre-loss agreement to waive subrogation without an endorsement, then Consultant agrees to notify *the* insurer and request the policy be endorsed with a Waiver of Transfer of Rights of Recovery Against Others, or its equivalent. This Waiver of Subrogation requirement shall not apply to any policy, which includes a condition specifically prohibiting such an endorsement, or voids coverage should Consultant enter into such an agreement on a pre-loss basis.

Certificate(s) of Insurance Consultant agrees to provide HBCRA a Certificate(s) of Insurance evidencing that all coverage's, limits and endorsements required herein are maintained and in full force and effect. Said Certificate(s) of Insurance shall include a minimum thirty (30) day endeavor to notify due to cancellation or non-renewal of coverage. The Certificate Holder address shall read:

City of Hallandale Beach
Risk Manager
400 South Federal Highway
Hallandale Beach, FL 33009

Umbrella or Excess Liability. Consultant may satisfy the minimum liability limits required above for Commercial General Liability or Business Auto Liability under an Umbrella or Excess Liability policy. There is no minimum Per Occurrence limit of liability under the Umbrella or Excess Liability; however, the Annual Aggregate limit shall not be less than the highest "Each Occurrence" limit for either Commercial General Liability or Business Auto Liability. Consultant agrees to endorse HBCRA as an "Additional Insured" on the Umbrella or Excess Liability, unless the Certificate of Insurance states the Umbrella or Excess Liability provides coverage on a "Follow-Form" basis.

Right to Revise or Reject HBCRA reserves the right, but not the obligation, to revise any insurance requirement, not limited to limits, coverages and endorsements, or to reject any insurance policies which fail to meet the criteria stated herein. Additionally, HBCRA reserves the right, but not the obligation, to review and reject any insurer providing coverage due of its poor financial condition or failure to operating legally.

8. **Indemnification.** In consideration of the entry of this Agreement, the Consultant agrees, to indemnify, protect, defend, and hold harmless the HBCRA its members, managers, officers, employees, consultants, and agents from liabilities, damages, losses, and costs including, but not limited to reasonable attorney's fees at both the trial and appellate levels to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Consultant and other persons employed or utilized by the Consultant in the performance of the Scope of Work. The foregoing indemnity is limited to \$1,000,000 per occurrence, which monetary limitation on the extent of the indemnification both parties acknowledge and agree bears a reasonable commercial relationship to the Agreement; provided, however, that the Consultant's indemnity obligations hereunder are not limited by the availability of insurance proceeds. In the event that any claims are brought or actions are filed against the HBCRA with respect to the indemnity contained herein, the Consultant agrees to defend against any such claims or actions regardless of whether such claims or actions are rightfully or wrongfully brought or filed.

9. **Miscellaneous**

9.1 **Ownership of Documents.** All documents (including print, digital and media) prepared by the Consultant pursuant to or in connection with this Agreement are and shall remain the exclusive property of the HBCRA. Upon request of the HBCRA and/or upon the termination or completion of this Agreement, Consultant shall promptly deliver to the HBCRA all or any portion of the above referenced documents including all electronic files relating thereto. Consultant further acknowledges that HBCRA may post any of such documents on the HBCRA's website. Such documents may be posted by HBCRA without the prior authorization of Consultant. No additional fee or compensation will be paid to Consultant by HBCRA for such posting.

9.2 **Records.** Consultant shall keep books and records as may be necessary in order to record complete and correct accurate records with respect to this engagement. Such books and records will be available at all reasonable times for examination and audit by HBCRA and shall be kept for a period of six (6) years after the completion of all work to be performed pursuant to this Agreement, unless contacted by HBCRA and advised such records must be kept

for a longer period. Consultant shall further be required to respond to the reasonable inquiries of successor Consultant and allow successor Consultant to review Consultant's working papers related to matters of continuing accounting, reporting or auditing significance. Incomplete or incorrect entries in such books and records will be grounds for disallowance by HBCRA of any fees or expenses based upon such entries.

9.3 Independent Contractor. This Agreement does not create an employee/employer relationship between the parties. It is the intent of the parties that Consultant is an independent contractor under this Agreement and not the HBCRA's employee for all purposes, including but not limited to, the application of the Fair Labor Standards Act minimum wage and overtime payments, Federal Insurance Contribution act, the Social Security Act, the Federal Unemployment Tax Act, the provision of the Internal Revenue Code, the State Workers Compensation Act, and the State unemployment insurance law. Consultant shall retain sole and absolute discretion in the judgment of the manner and means of carrying out Consultant's activities and responsibilities hereunder. Consultant agrees that it is a separate and independent enterprise from the HBCRA, that it has full opportunity to find other business, that it has to make its own investment in its business, and that it will utilize a high level of skill necessary to perform the services. This Agreement shall not be construed as creating any joint employment relationship between Consultant and the HBCRA and the HBCRA will not be liable for any obligation incurred by Consultant, including by not limited to unpaid minimum wages and/or overtime premiums.

9.4 Assignments; Amendments.

9.4.1 This Agreement, or any interest herein, shall not be assigned, transferred or otherwise encumbered, under any circumstances, by Consultant without the prior written consent of HBCRA, which consent may be withheld by the HBCRA in its sole and absolute discretion. This Agreement shall run to the HBCRA and its successors and assigns.

9.4.2 It is further agreed that no modification, amendment or alteration in the terms or conditions contained herein shall be effective unless contained in a written document executed with the same formality and of equal dignity herewith and approved by the HBCRA Board of Directors.

9.5 No Contingent Fees. Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Consultant to solicit or secure this Agreement, and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for Consultant any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or making of this Agreement. For the breach or violation of this provision, the HBCRA shall have the right to terminate the Agreement without liability at its discretion, to deduct from the contract price, or otherwise recover the full amount of such fee, commission, percentage, gift or consideration.

9.6 Notice. Whenever any party desires to give notice unto any other party, it must be given by written notice, sent by certified United States mail, with return receipt requested, or by nationally recognized overnight delivery service, addressed to the party for whom it is intended and the remaining party, at the places last specified, and the places for giving of notice shall remain such until they shall have been changed by written notice in compliance with the provisions of this section. Notice may also be sent by electronic means (facsimile or email) provided such is followed by a hard copy of such notice provided in the manner set forth above.

Notice is deemed given when received. For the present, Consultant and the HBCRA designate the following as the respective places for giving such notice:

HBCRA: Jeremy Earle, Executive Director
Hallandale Beach Community Redevelopment Agency
400 S. Federal Highway
Hallandale Beach, FL 33009
Telephone No. (954) 457-1300
Facsimile No. (954) 457-1454

Copy to: Steven W. Zerkowitz
HBCRA Attorney
Taylor English Duma LLP
601 Brickell Key Drive, Suite 700
Miami, FL 33131
Telephone No. (305) 301-5533
Facsimile No. (770) 434-7376

Consultant: Tania M. Llinas
Brand Poets, LLC
7800 S.W. 57th Avenue, Suite 101
Miami, Florida 33143
Telephone No. (786) 732-7466
Facsimile No. _____

9.7 Binding Authority. Each person signing this Agreement on behalf of either party individually warrants that he or she has full legal power to execute this Agreement on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect to all provisions contained in this Agreement.

9.8 Headings. Headings herein are for convenience of reference only and shall not be considered on any interpretation of this Agreement.

9.9 Severability. If any provision of this Agreement or application thereof to any person or situation shall to any extent, be held invalid or unenforceable in a judicial proceeding, such provision shall be severed and shall be inoperative, and provided that the Agreement's fundamental terms and conditions remain legal and enforceable, the remainder of the Agreement shall continue in full force and effect, remain operative and binding, and shall and be enforced to the fullest extent permitted by law.

9.10 Governing Law; Venue. This Agreement will be governed by the laws of the State of Florida. Any claim, objection, or dispute arising out of the terms of this Agreement shall be brought in Broward County.

9.11 Extent of Agreement. This Agreement represents the entire and integrated agreement between the HBCRA and Consultant and supersedes all prior negotiations, representations or agreements, either written or oral.

9.12 No Third Party Rights. Nothing contained in this Agreement shall create a contractual relationship with or duties, obligations or causes of action in favor of any third party against either the HBCRA or Consultant.

9.13 Ethics Requirements. Consultant is responsible for educating itself on, and complying with, the various ethics and conflict of interest provisions of Florida law, Broward County Ordinance and City Code.

9.14 Prevailing Party's Attorney's Fees. If any party commences an action against the other party to interpret or enforce any of the terms of this Agreement or as the result of a breach by the other party of any terms hereof, the non-prevailing party shall pay to the prevailing party all reasonable attorneys' fees, costs and expenses incurred in connection with the prosecution or defense of such action, including those incurred in any appellate proceedings, and whether or not the action is prosecuted to a final judgment.

9.15 Counterparts. This Agreement may be executed in two or more counterparts, all of which together shall constitute one and the same instrument. There may be duplicate originals of this Agreement, only one of which need to be produced as evidence of the terms hereof. A copy of this Agreement and any signature thereon shall constitute an original for all purposes.

9.16 Survival. All covenants, agreements, representations and warranties made herein or otherwise made in writing by any party pursuant hereto shall survive the execution and delivery of this Agreement and the consummation of the transactions contemplated hereby.

9.17 Remedies Cumulative. The rights and remedies given in this Agreement and by law to a non-defaulting party shall be deemed cumulative, and the exercise of one of such remedies shall not operate to bar the exercise of any other rights and remedies reserved to a non-defaulting party under the provisions of this Agreement or given to a non-defaulting party by law.

9.18 No Waiver. One or more waivers of the breach of any provision of this Agreement by any party shall not be construed as a waiver of a subsequent breach of the same or any other provision, nor shall any delay or omission by a non-defaulting party to seek a remedy for any breach of this Agreement or to exercise the rights accruing to a non-defaulting party of its remedies and rights with respect to such breach.

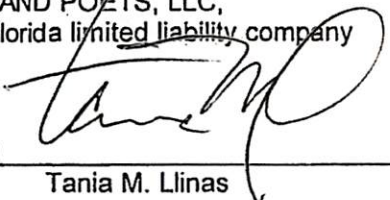
10. WAIVER OF JURY TRIAL. EACH PARTY WAIVES ALL RIGHTS TO ANY TRIAL BY JURY IN ALL LITIGATION RELATING TO OR ARISING OUT OF THIS AGREEMENT.

11. Termination of Prior Agreement. The prior agreement between the parties is hereby terminated and this Agreement shall control the relationship between the parties.

IN WITNESS WHEREOF, the parties have set their hands and seals the day and year first written above.

CONSULTANT:

BRAND POETS, LLC,
a Florida limited liability company

By: 
Tania M. Llinas
Manager


Dated: May 23, 2022

HBCRA:

HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY
a public body corporate and politic

By:  for
Jeremy Earle
Executive Director

ATTEST:

By: 
Jenorgen M. Guillen
HBCRA Secretary

Approved as to form and legal sufficiency:

By: 
Taylor English Duma LLP
HBCRA Attorney

Dated: May 26, 2022



Brand Poets

CITY OF HALLANDALE BEACH – CRA MARKETING SERVICES

RFP #FY 2021-2022-CRA001

Prepared for:

City of Hallandale Beach Procurement Department

Delivered on: November 16, 2021

Submitted by: Kristine Bello, Director of Operations

Brand Poets, LLC
7800 SW 57 Ave., Ste 101, Miami, FL 33143
T: 786.732.7466 extension 102
kristine@brandpoets.com





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Brand Poets

Design & Communications

November 14, 2021

Dear City of Hallandale Beach CRA,

Brand Poets LLC is excited to express its commitment to provide ongoing marketing, branding, public relations, social media and graphic design services to the City of Hallandale Beach Community Redevelopment Agency over the span of a three (3) year contract. The proposal we are submitting is a firm and irrevocable offer until the time the Board of Directors awards a contract stemming from this RFP.

Since 2016, Brand Poets has positioned itself as a leading Digital Marketing & Creative Services agency within a number of industries. With this extensive experience working with local and national clients, the agency has demonstrated its desire and ability to build brands through smart, strategic planning and authentic storytelling. Our secret to success is our exceptional balance of data interpretation and ability to craft unique content that forms an emotional connection with your audience which ultimately creates brand ambassadors.

Within the Brand Poets team, Kristine Bello, Director of Operations and Tana M. Llinás, CEO & Chief Creative Officer, are authorized to make representation on its behalf. Please see contact information listed at the bottom of this letter. Furthermore, the Lead Attorney who will be the point of contact during the term of the Agreement is Andrew OBeidy, OBeidy & Associates.

Tana M. Llinás

CEO & Chief Creative Officer

tana@brandpoets.com

7800 SW 57 Ave., Ste. 101

Miami, FL 33143

(786) 732-7466 ext. 101

Kristine Bello

Director of Operations

kristine@brandpoets.com

7800 SW 57 Ave., Ste. 101

Miami, FL 33143

(786) 732-7466 ext. 102

Andrew OBeidy, P.A.

OBeidy & Associates, P.A.

andrew@obdlegal.com

2755 E. Oakland Park, Blvd., Suite 225

Fort Lauderdale, FL 33306

(305) 892-5454

Thank you,

Tana M. Llinás, CEO & Chief Creative Officer



Brand Poets

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No Events No Name History

Detail by Entity Name

Florida Limited Liability Company
 BRAND POETS, LLC

Filing Information

Document Number	L16000153627
FEI/EIN Number	81-3595396
Date Filed	08/16/2016
State	FL
Status	ACTIVE

Principal Address

7800 SW 57 AVE
 SUITE 101
 MIAMI, FL 33143

Changed: 01/13/2021

Mailing Address

7800 SW 57 AVE
 SUITE 101
 MIAMI, FL 33143

Authorized Person(s) Detail

Name & Address

Title MGR

LLINAS, TANA M
 8220 SW 148TH DR.
 PALMETTO BAY, FL 33158

Annual Reports

Report Year	Filed Date
2019	01/11/2019
2020	03/16/2020
2021	01/13/2021

Document Images

01/13/2021 -- ANNUAL REPORT	View image in PDF format
03/16/2020 -- ANNUAL REPORT	View image in PDF format
01/11/2019 -- ANNUAL REPORT	View image in PDF format
01/15/2018 -- ANNUAL REPORT	View image in PDF format
01/09/2017 -- ANNUAL REPORT	View image in PDF format
08/16/2016 -- Florida Limited Liability	View image in PDF format

EXECUTIVE SUMMARY

Dear City of Hallandale Beach CRA,


Brand Communications is all about connections. Connecting the right message with your target audience, connecting your solution with their pain point, and connecting your business goals with the desired results. In order to grow your audience, we believe in delivering a consistent message in a creative engaging manner that wins new businesses and visitors while building brand loyalty. This is why we are participating in this RFP for the City of Hallandale Beach Community Redevelopment Agency.

Brand Poets defines the simplest way to describe branding: Branding is about the promise of a distinct, memorable experience. Our team is made up of an experienced & diverse pool of strategists, artists, designers and technicians who look forward to extending their expertise to clients.

We understand that the CRA desires to be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging their airports, ports and rail connections. CRA desires a community of strong, beautiful, and healthy neighborhoods as well as an inclusive community made up of distinct, complementary, and diverse neighborhoods.

We will do this with consistent, targeted messaging coordinated across multiple platforms to reach business owners and the greater community. Brand Poets is ready to deliver a comprehensive Marketing Communications strategy with Strategic Branding and Planning, Public Relations, Digital & E-Marketing, Graphic Design and Event Marketing services amongst other services. These services will enhance and support the CRA's growth and development.

This is what we do and we love what we do. Let us be your partner in elevating the City of Hallandale Beach and its CRA to the level it deserves.



Tana M. Llinás, CEO & Chief Creative Officer



Kristine Bello, Director of Operations



PROPOSED TEAM



Tana M. Llinás
CEO & Chief Creative Officer

Tana M. Llinás is a multi-disciplinary award-winning designer, speaker, and businesswoman with more than 17 years of experience in the creative field. She has worked with local and global organizations, top creative agencies, and notable brands such as VISA, Starwood Resort & Residences, Chronicle Books, Starbucks, University of Miami, and The Cleveland Orchestra. A business leader for more than 14 years, Tana is the founder of and creative director behind Brand Poets, a bicoastal marketing agency specializing in integrated brand systems.

Tana earned her Bachelor of Fine Arts in Graphic Design from the Rhode Island School of Design (RISD) and began her professional career in Barcelona, Spain, as a design assistant to Javier Mariscal, one of Spain's most well-known modern illustrators. She went on to develop digital and print brand systems for a wide range of private and commercial clients throughout Spain and the United Kingdom: spas, hotels, real estate developers, museums, and fashion brands before returning stateside. Tana enjoys mentoring future creatives by previously serving on the board of AIGA Miami and critiquing prospective RISD applicant portfolios for the past decade.



Lisa Yap Sam
Director of Client Services

A highly motivated and organized operations manager with over 30 years of experience, Lisa Yap Sam is skilled in customer service and oversees administrative tasks, manages client relations, and conducts media research for Brand Poets. Possessing a thorough knowledge of administrative management within a fast-paced environment, Lisa efficiently manages goals, quality standards and timelines for multiple projects.

Lisa previously served as Director of Administration for a local not-for-profit organization, planning and executing large-scale fundraising events, coordinating advertisements and promotional efforts, and managing donation programs and finances. As an entrepreneur and business owner, she has overseen operations, supervised staff and scheduling, and performed a multitude of tasks to ensure the day-to-day welfare of the business. Through these roles—as well as her experience as a certified events planner—Lisa has developed an expertise in coordination, budgeting, sponsorship, promotion, and database management.

A graduate of Florida International University, Lisa holds a Bachelor in Business Administration with a specialty in Marketing and Management. An island girl from Jamaica and a mother of four young adults, Lisa is free-spirited, generous with her time, and never takes herself too seriously.



Rochelle Broder-Singer
Wordsmith

A resident of Hallandale Beach and an expert in general business topics, Rochelle leads our copywriting team. She also has deep experience crafting content about real estate, hospitality, and small business. Rochelle writes for magazines, websites, universities, corporate clients and nonprofits, on projects ranging from half-page blog entries to 200-page books. She also moderates roundtables, speaks to community groups on business topics and teaches proofreading and grammar courses. With her well-developed news instinct, Rochelle has a proven ability to understand audience needs and meet those needs. She can spot the holes in a story or communications piece and get them filled, make copy sing, plan for superior design and manage communications projects. By partnering with clients such as publishers, editors, managers, business owners, educational institutions and nonprofits, she ensures that the right content reaches the right audience.

The former editor of *South Florida CEO* magazine (published by CEO Publishing Group), Rochelle was with the magazine's editorial department from 1999 through 2008, and was managing editor of sister publication *LatinCEO*. She also worked as an account executive at Detroit-based public relations firms Angie Bournias Creative Services and Franco Public Relations Group, and as a technical writer creating service manuals for the military for truck maker AM General. Rochelle is a member of the Society for American Business Editors and Writers, the American Copy Editors Society, the Editorial Freelancers Association and the Hallandale Chamber of Commerce.



Jessika Zamora
Social Media Manager

Lead on all things social, Jessika works directly with the creative team to craft creative content as well as a unique brand voice for various industries. In addition to social media, she provides copywriting for websites, blogs, and email campaigns. Jessika is a creative mind who thrives on meaningful interaction that fosters loyal partnerships with brands and their audiences.

A Miami native, Jessika is a communications major with experience managing multiple client social platforms and provides data analysis. In her spare time, Jessika create book reviews for indie book authors as well as restaurants.



Jessica Benitez
Senior Art Director

As Brand Poets' Senior Art Director, Jessica Benitez has crafted a wide range of print-based materials, from e-blasts, brochures and brand logos to large-scale displays, advertisements and billboards. A meticulous and diligent self-starter with 20 years of graphic design experience, Jessica works with clients to conceptualize, brand and beautify their marketing materials and ultimately exceed their creative vision.

Jessica's client roster includes nationally and globally recognized brands such as Truth Campaign, AT&T Wireless, Schwinn, AvMed, Checker's, Children's Home Society, Carnival Cruise Lines, Royal Caribbean, and Discovery Latin America. She has designed for various industries, including real estate, finance, insurance, education, retail, restaurants, entertainment, pharmaceuticals, non-profit, travel and tourism. Prior to working with Brand Poets, Jessica served as Studio Manager for an advertising firm, working with a diverse group of clients and vendors throughout the entire project cycle and often juggling several large projects at once; it was here that Jessica developed strong project management skills, including scheduling, allocating resources, logistical coordination and client communication.

Jessica has an extensive knowledge of Adobe Creative Suite products as well as print/pre-press production. She holds a Bachelor of Science in Communication with a specialty in Advertising and a Minor in Graphic Design from Florida State University.




Lucho Escobar
Digital Strategist

Lucho Escobar is our guru on all things code, leading the digital team in terms of website design & development email marketing, animation, video development, and virtual reality.

Lucho brings a wealth of experience to the team, including 10 years of UX experience, 5 years of graphic design experience, and expertise in SEO, e-commerce, email marketing, and social media marketing. In addition to strong project management skills, Lucho is proficient in UI/UX design on multiple platforms, responsive UI frameworks, rich client functionality development, multiple web design methodologies, Google Analytics, and the Adobe Creative Suite. When it comes to languages, Lucho is fluent in HTML, CSS, motion graphics, and UI/UX.

A native of Colombia, he holds a Bachelor of Arts in Graphic & Web Design. When he's not staring at a computer screen, Lucho is very likely creating amazing hand-lettered art around town.

THIS PROPOSAL SUBMITTED BY:

COMPANY: Brand Poets LLC
ADDRESS: 7800 SW 57 Avenue, Suite 101
CITY & STATE: Miami, Florida
ZIP CODE: 33143
TELEPHONE: 786.732.7466 ext. 102
DATE OF RFP: November 16, 2021
FACSIMILE NUMBER: 305.849.1333
E-MAIL ADDRESS: kristine@brandpoets.com
FEDERAL ID NUMBER: 81-3595396
NAME & TITLE PRINTED: Kristine Bello, Director of Operations
SIGNED BY: 

WE (I) the above signed hereby agree to furnish the item(s), service(s) and have read all attachments including specifications, terms and conditions and fully understand what is required.

The Request for Proposals, Specifications, Proposal Forms, and/or any other pertinent document form a part of this proposal and by reference made a part hereof. Signature indicates acceptance of all terms and conditions of the RFP.

VARIANCE FORM

The Proposer must provide and state any and all variances to this RFP, specifications, the Terms and Conditions on this variance form (provide additional pages if necessary).

After award of Contract through City Commission, via Resolution, the awarded Firm's Variance Form will be reviewed by appropriate City Staff, the City Attorney and the Risk Manager. If the Variances presented by Firm are acceptable to the City a City Agreement will be routed to the awarded Firm for execution by the authorized officer per Sunbiz. The Project Manager will manage the execution of the agreement process.

Variances requested to either the RFP, Terms and Conditions and Agreement may result in the CRA rescinding award of Contract.

If Firm has no Variances, Firm must state "None" below. This form must be provided back in Firm's response.

NONE

LEGAL PROCEEDINGS FORM

Proposing Firm must provide items a-e with response. **Provide all applicable documents per category checked as an attachment.** Firm must ensure response is addressing by title for each item a-d below. If an item(s) is not applicable, Firm must check off as applicable stating "N/A" and authorized officer per Sunbiz to provide signature.

- a. Arbitrations: List all arbitration demands filed by or against your Firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties and the ultimate resolution of the proceeding.

☐ Check here if provided ☒ Check here if Not Applicable (N/A)

- b. Lawsuits: List all lawsuits filed by or against, your Firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the lawsuit.

☐ Check here if provided ☒ Check here if Not Applicable (N/A)

- c. Other Proceedings: Identify any lawsuits, administrative proceedings, or hearings initiated by the National Labor Relations Board, Occupational Safety and Health or similar state agencies in the past five (5) years concerning any labor practices or Project safety practices by your Firm. Identify the nature of any proceeding and its ultimate resolution.

☐ Check here if provided ☒ Check here if Not Applicable (N/A)

- d. Bankruptcies: Has your Firm or its parents or any subsidiaries ever had a Bankruptcy Petition filed in its name, voluntarily or involuntarily? (If yes, specify date, circumstances, and resolution).

☐ Check here if provided ☒ Check here if Not Applicable (N/A)

- e. Settlements: Identify all settlements for your Firm in detail in the last five (5) years.

☐ Check here if provided ☒ Check here if Not Applicable (N/A)

I, Tana Llinas, CEO & Chief Creative Officer
Name of Authorized Officer per Sunbiz Title

of Brand Poets, LLC
Name of Firm as it appears on Sunbiz

I hereby attest that I have the authority to sign this notarized certification and certify that the above referenced information is true, complete and correct.


Signature of Authorized Officer per Sunbiz

Tana Llinas
Print Name of Authorized Officer per Sunbiz

City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
www.cohb.org/solicitations



PUBLIC ENTITY CRIME FORM

**SWORN STATEMENT PURSUANT TO SECTION 287.133(2) (a),
FLORIDA STATUTES,
PUBLIC ENTITY CRIME INFORMATION**

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

By: Tana Llinas

Title: CEO & Chief Creative Officer

Signed and Sealed 28th day of October, 2021

Domestic Partnership Certification Form

This form must be completed and submitted with your Firm's submittal.

Equal Benefits Requirements As part of the competitive solicitation and procurement process a Contractor seeking a Contract shall certify that upon award of a Contract it will provide benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses. Failure to provide such certification shall result in a Contractor being deemed non-responsive.

Domestic Partner Benefits Requirement means a requirement for City/CRA Contractors to provide equal benefits for domestic partners. Contractors with five (5) or more employees contracting with City/CRA, in an amount valued over \$50,000, provide benefits to employees' spouses and the children of spouses.

The Firm providing a response, by virtue of the signature below, certifies that it is aware of the requirements of City of Hallandale Beach Ordinance 2013-03 Domestic Partnership Benefits Requirement, and certifies the following:

Check only one box below:

- ☒ 1. The Contractor certifies and represents that it will comply during the entire term of the Contract with the conditions of the Ordinance 2013-03, Section 23-3, Domestic Partner Benefits Requirement of the City of Hallandale Beach/CRA, or
- ☐ 2. The Firm does not need to comply with the conditions of Ordinance 2013-03, Section 23-3, Domestic Partner Benefits Requirement of the City of Hallandale Beach/CRA, because of allowable exemption: **(Check only one box below):**
- ☐ The Firm's price for the contract term awarded is \$50,000 or less.
 - ☐ The Firm employs less than five (5) employees.
 - ☐ The Firm does not provide benefits to employees' spouses nor spouse's dependents.
 - ☐ The Firm is a religious organization, association, society, or non-profit charitable or educational institution or organization operated, supervised or controlled by or in conjunction with a religious organization, association or society.
 - ☐ The Firm is a government entity.
 - ☐ The contract is for the sale or lease of property.

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CRA MARKETING, SOCIAL MEDIA
BRANDING, PUBLIC RELATIONS
AND GRAPHIC DESIGN SERVICES

- ☐ The covered contract is necessary to respond to an emergency.
- ☐ The provision of Ordinance 2013-03, Section 23-3 Definition, of the City of Hallandale Beach, would violate grant requirements, the laws, rules or regulations of federal or state law.

I, Tana M. Ulinas, CEO & Chief Creative Officer
Name of authorized Officer per Sunbiz Title
of Brand Poets, LLC
Name of Firm as it appears on Sunbiz

hereby attest that I have the authority to sign this notarized certification and certify that the above referenced information is true, complete and correct.

Tana M. Ulinas
Signature

Tana M. Ulinas
Print Name

STATE OF FL

COUNTY OF Miami Dade

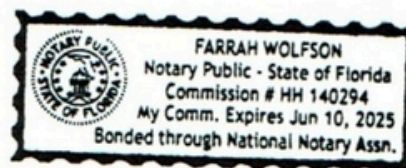
SWORN TO AND SUBSCRIBED BEFORE ME THIS 9th DAY OF
November, 2021 BY _____

TO ME PERSONALLY KNOWN OR PRODUCED IDENTIFICATION:

Personally known
(type of ID)

Farrah Wolfson
Signature of Notary
Farrah Wolfson
Print Name of Notary Public

June 10, 2025
Commission expires



CONFLICT OF INTEREST NOTIFICATION REQUIREMENT QUESTIONNAIRE

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship below. Pursuant to the City of Hallandale Beach Standards of ethics any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the Board of Directors prior to entering into a contract with the CRA.

1. Name of Firm submitting a response to this RFP.

Brand Poets LLC.

2. Describe each affiliation or business relationship with an employee, board member, elected official(s) or an immediate family member of any such person of the City of Hallandale Beach or Hallandale Beach Community Redevelopment Agency, if none so state.

NONE

3. Name of City of Hallandale Beach or Hallandale Beach Community Redevelopment Agency employee, board member, elected official(s) or immediate family member with whom filer/respondent/Firm has affiliation or business relationship, if none so state.

NONE

4. Describe any other affiliation or business relationship that might cause a conflict of interest, if none so state.

NONE

CONFLICT OF INTEREST NOTIFICATION REQUIREMENT QUESTIONNAIRE

5.



/ Brand Poets, LLC.

Signature of person/Firm

10/28/2021

Date

City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
www.cohb.org/solicitations

DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087

Hereby certified that Brand Poets, LLC. does:
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of or plea of guilty or nolo contendere to, any violation of Chapter 1893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As a person authorized to sign the statement, I certify that this Firm complies fully with the above requirements.

DATE: 10/28/21		FIRM'S SIGNATURE: 
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ANTI-KICKBACK AFFIDAVIT

STATE OF FL)
COUNTY OF Miami Dade) SS:

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Hallandale Beach CRA and its elected officials, as a commission, kickback, reward or gift, directly or indirectly by me or any member of my Firm or by an officer of the corporation.

By: [Signature]
Signature of Authorized Officer per Sunbiz

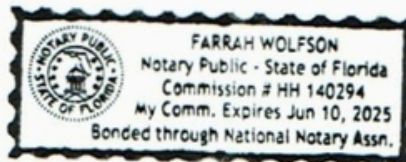
Tana M. Linas
Print Name of Authorized Officer per Sunbiz

CEO & Chief Creative Officer
Title of Authorized Officer per Sunbiz

Sworn and subscribed before me this 9th day of November, 2021.

NOTARY PUBLIC

State of Florida at Large



My Commission Expires: June 10, 2025

CONFIDENTIALITY FORM

Sealed bids/proposals, or replies received by an agency pursuant to a competitive solicitation are exempt from Chapter 119, Florida Statutes. The Proposer must include any materials it asserts to be exempted from public disclosure under Chapter 119, Florida Statutes, in a separate bound document labeled "Attachment to Request for Proposals, RFP Number and Name - Confidential Material".

The Proposer must identify the specific Statute that authorizes exemption from the Public Records Law. Any claim of confidentiality on materials the Proposer asserts to be exempt from public disclosure and placed elsewhere in the proposal will be considered waived by the Proposer upon submission, effective after opening.

Proposer should take special note of this as it relates to proprietary information that might be included in this solicitation.

If N/A please circle: N/A

I, Tana Llinas, CEO & Chief Creative Officer
Name of authorized Officer per Sunbiz and/or legal documentation Title

of Brand Poets, LLC.
Name of Firm as it appears on Sunbiz and/or legal documentation hereby, attest that I have the authority to sign this notarized certification and certify that the Firm complies with the above requirements.


Signature

CEO & Chief Creative Officer
Title

City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
www.cohb.org/solicitations

SCRUTINIZED COMPANIES

The undersigned vendor in accordance with Florida Statute § 287.135

Hereby certify that Brand Poets, LLC.
does not: _____
(Name of Business)

1. Participate in a boycott of Israel; and
2. Is not on the Scrutinized Companies that Boycott Israel list; and
3. Is not on the Scrutinized Companies with Activities in Sudan List; and
4. Is not on the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List; and
5. Has not engaged in business operations in Cuba or Syria.

☒ **Affirm**

City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
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Brand Poets

Design & Communications



CEO & CHIEF CREATIVE OFFICER
Tana M. Llinás

tana@brandpoets.com
(786) 732-7466 ext. 101

CONTACT US
7800 SW 57 Ave.
Suite 101
Miami, FL 33143
(786) 732-7466



INDUSTRY CODES & CLASSIFICATIONS
DUNS: 080371464

NAICS: 541613, 541613, 541611,
541810, 541430, 541860,
541890

CAGE: 7TBT1

CERTIFICATIONS

Women's Business
Enterprise (WBE)
#WBE1702593

Women-Owned
Small Business (WOSB)
#WOSB180052#

FDOT/Florida Certified:
Disadvantaged Business
Enterprise (DBE)



Brand Poets specializes in devising innovative marketing solutions that are unique to our clients' challenges.

CORE COMPETENCIES

Brand Poets is a collective of strategists, storytellers, and digital artisans crafting smart, poignant marketing campaigns that command attention. We believe that memorable brands are built with vision, strategic insight, consistency, and a hint of "wow." We are constantly evolving our expertise to be a nimble and vital partner.

Marketing
Consultation

Brand
Development

Digital
Strategy

SERVICES

Our clients include educational institutions, non-profit foundations, cultural, faith-based organizations, real estate firms and developers, and private companies.

- Strategic Planning
- Graphic & Collateral Design
- Logo Development
- Pay-Per-Click & Online Advertising
- Presentations
- Social Media Management
- Website Design & Programming
- Film, Video & Storyboarding
- Influencer Campaigns
- Copywriting / Scriptwriting

DIFFERENTIATORS

Brand Poets may be brand-focused, but that's not where our contribution ends. We bring our full range of services to the table and work as a cohesive unit. Our entire team contributes ideas and experiences to produce the most compelling creative possible. Employing a hands-on approach and maintaining open lines of communication with our clients, consultants and vendors, Brand Poets consistently achieves results. To do this, we:

evaluate

our clients' challenges, opportunities, and prior successes

document

all meetings and discussions to manage deliverables

supervise

the production timeline to meet all deadlines

oversee

the project budget to determine the best use of funds

optimize

the customer experience across all channels

exceed

our clients' expectations and the goals we set for ourselves

www.brandpoets.com

← Capability Statement



Brand Poets

YOUR DEDICATED TEAM

As you may have seen under the [Executive Summary](#), we have outlined the team for this proposal to include the following members. The team proposed team outline provides detailed background and experience of each key member:

1. Tana Llinas - CEO & Chief Creative Officer
2. Lisa Yap Sam - Director of Client Services
3. Rochelle Broder-Singer - Wordsmith
4. Jessika Zamora - Social Media Manager
5. Jessica Benitez - Senior Art Director
6. Lucho Escobar - Digital Strategist

Overall, the Brand Poets team is comprised of eight (8) full time members and five (5) part time talent. The team has developed in the span of over five years expertise ranging from Brand Strategy to Event Marketing, Graphic Design and Website Collateral Design & Development. This experience has developed through the work delivered to clients in the Education, Healthcare, and Retail industries amongst others.



CLIENT LIST



Aviation

IAS Innovative Aviation Solutions
Med-Air & Med-Craft

Automotive

CarBliss Luxury Rentals
Forged Technologies

Cultural Arts

Broward Performing Arts Foundation
Cleveland Orchestra Miami
NIBA Home
Spencer Brownstone Gallery
The Rhythm Foundation
YoungArts (National Foundation for Advancement in the Arts)

Community

Americas Business Council (ABC)
BellTower Group
Evolution Management
Deering Estate
Deering Estate Foundation
IDeA Foundation
Incubate Miami
Junior Orange Bowl
FemCity
KNOW Women
Miami-Dade Gay & Lesbian Chamber of Commerce
MorningStar Renewal Center

Consumer Goods & Services

Boca Terry Luxury Bathrobes
Circuit City
ConverPack
Empire Plumbing
Golden Rule Seafood & Market
La Gelateria Ice Cream
Microsoft
Reys Cleaners
Shower Enclosures Direct
Tío Gazpacho
Traeger Wood Pellet Grills
Woodleys Fine Furniture

Education

Bell Group
Duval County School District
Global Educators Benchmark Group (GEBG)
Lafayette Elementary School, Washington DC
Methodica Learning
Palmer Trinity School, Miami
Prepworks
Super Kids Clubhouse
Temple Beth Am Day School, Miami
Your School & College Connector
University of Miami

Fashion

2112 Design Studio
Haberdashery
Khari Jewelry
MeganMae Swim
Spats, Designer Shoes

Finance

Invermex Advisors
Majestic Groupe
SWIM Strategic Wellness & Insurance Management
UltraLat Capital Markets

Hospitality

Golden Rule Seafood Restaurant & Market
Hotel Victor South Beach
MDA Hospitality
Palace Bar South Beach
Starwood Resorts

Legal

Bercow Radell Fernandez Hernandez, Zoning Law
Jonathan Bletcher Law
Bozorgi Law
Injured Today (Dolinsky Law Group)
Giri, OBeidy, and Socia P.A., The Injury Lawyers
OBD Legal
Manzanilla Schwartz Insurance Claim Law Group

Real Estate

Chatburn Group
Eightfold Capital
Evolution Ventures
Gallaher Evaluation
HH Property Strategic
Inspira Outdoor Living
Jauregui Construction Management
KCR Development
Legacy Partners
Park Lane Residential
The Related Group
Steelbridge
TAUBCO

Health & Wellness

Amaira Med Spa
ARC Broward
Doctors HealthCare Plans, Inc.
Dr. Jason Emer - Cosmetic Dermatology and Body Contouring
Fortis Medical Group
KidneySpa
Megan Mae Beauty
Nicklaus Children's Hospital
New England Skin Center
ProMed
South Florida Integrative Medicine
Sculpt Body
Team Nat Foundation, Neuroendocrine Cancer Research
The SaltFacial (Med-Aesthetic Solutions)
Transform Age Management & Vitality Institute
Van Orsdel Funeral Homes
Victor Center
Ziering Medical

OUR WORK

abc Foundation

Scope: Advertising, Collateral,
E-Marketing, Event Collateral, Signage,
Promotional Items



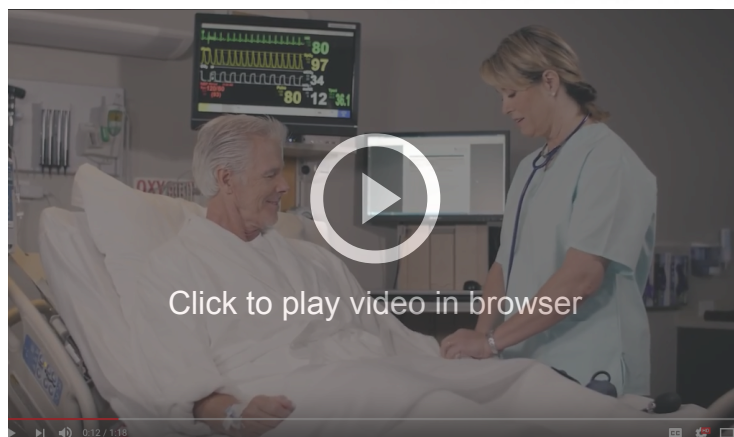
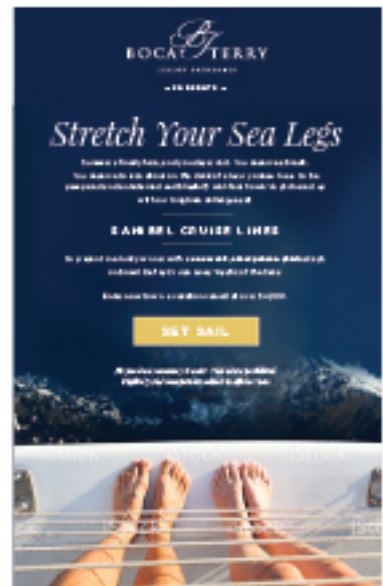
OUR WORK

Boca Terry Luxury Bathrobes

Scope: Identity, Brand Manual, Brand Collateral, Online Advertising, Direct Mail, Social Media Management, Search Engine Optimization, Pay-Per-Click advertising, Social Influencer Campaign, E-Marketing and Drip Strategy.



BocaTerry.com



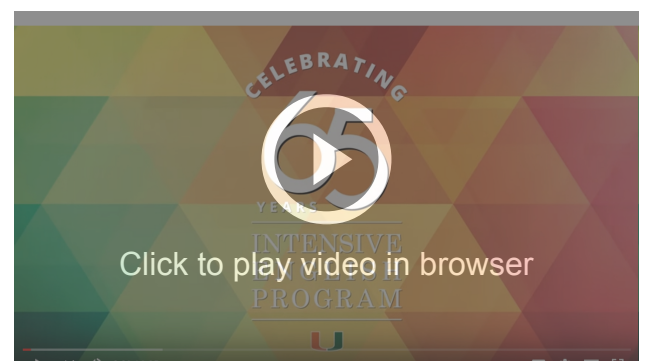
OUR WORK

University of Miami

Scope: Identity, Website, Collateral, Direct Mail, Signage, Video Storyboarding & Scriptwriting



[BusinessMiami](#)



[DCIE](#)

OUR WORK

Park Lane Residential

Scope: Naming, Identity, Brand Manual, Website, E-Marketing, Collateral, Events, Direct Mail, Signage, Video, Social Media



ParkLaneRE.com



OUR WORK

Palmer Trinity School

Scope: Identity, Brand Manual, Television, Radio, Collateral, Digital, Event Collateral, Video Storyboarding & Scriptwriting, Direct Mail, Signage, Advertising, Below the Line, Fundraising Campaigns



OUR APPROACH

Project Management Strategy and Performance Standards

Efficiency and quality are paramount.

We speak digital but love a good handshake — we leverage technology such as Asana, Zoom, Dropbox, Google Drive, and Hootsuite and more. We will provide contact reports for all scheduled calls and meetings which enables both parties to stay on track as we manage multiple projects with tight timelines. Brand Poets will request samples, provide production specifications, and manage the process from start to finish ensuring quality control across all mediums. All artwork must be approved in writing before production. Reports and data are collected and analyzed on an ongoing basis as campaigns elements are adjusted for best ROI.

To better serve the CRA and the volume of deliverables in the proposal, we recommend weekly strategy calls with Brand Poets dedicated team and CRA's team. These calls will be preceded with an Status Report that will serve an our Agenda. Furthermore, throughout the term of the contract, CRA will have access to Dropbox for ease of communication of final files and project management.

12 Month Roadmap of deliverables

SCOPE ITEM	DESCRIPTION	DETAILS	Q1			Q2			Q3			Q4		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing Strategy	Research, developing content themes, and determining frequency & deadlines	Kick Off Call												
		Planning Session												
		Revisions												
		Approval												
Public Relations Strategy	Research, developing content themes, and determining frequency & deadlines	Kick Off Call												
		Planning Session												
		Revisions												
		Approval												
Press Release Generation & Distribution	Based on Marketing Strategy & event calendar	Copywriting												
		Revisions & Approval												
		Distribution												
Social Media Content Dev & Management	Monthly Calendar Engagement	Creative												
		Scheduling												
		Like, Follow, Comment												
		Reporting												
Email Newsletter	Monthly Newsletters to feature local happenings, events and community initiatives	Creative												
		Programming												
		Deployment												
		Reporting												
Email Blasts	Single-minded message frequently to advertise event or program	Creative												
		Programming												
		Deployment												
		Reporting												

Continues on the next page.

SCOPE ITEM		DESCRIPTION	DETAILS			Q1			Q2			Q3			Q4		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Blog Management	Determine topics that align with makreting calendar and SEO practices	Topic (SEO & Event based) Writing															
	Publishing & cross promotion	Publishing															
		Reporting															
Website Maintenance	Constantly review website for best practices and keep up to date to match Marketing Strategy	Initial Review & Recommendations UX/UI Programming Ongoing issues & troubleshooting															
Additional Services	Drone Footage	TBD															
	Photography	TBD															
	Pay Per Click	TBD															
	Event Marketing	signage, banners, flyers															
	Promotional Giveaways	TBD															
	Informational brochures and fact sheets	TBD															
	Collateral	Digital Invitation or paper & envelope invitation															

OUR APPROACH

1

Listen & Explore

Quite simply, our strategy team listens and learns about your challenges as well as your successes. We deep dive into your brand culture, competition and what makes your brand unique.

2

Strategize & Plan

Together, we create data-driven, customer-centric solutions at a cost-effective price without sacrificing our superior standards.

3

Create & Build

We lead the team's tailored communications plan in the development of ideas, experiences, and interactions, working hand-in-hand with vendor partners to ensure a cohesive process.

4

Execute & Implement

Our team supervises the production timeline, including quality control from start to finish, to guarantee that all deliverables are fulfilled.

5

Measure & Adjust

Together, we analyze data and review feedback so that we continue to create elevated brand experiences, leading to improved business practices and long-term profitability.



Our Innovative and Creative Approach

Our team of brand strategists and digital specialists combine business, marketing, communications, and design thinking to develop meaningful, differentiated, and authentic brands for companies big and small, start-ups or stalwarts. We don't just come up with cool graphics; we craft the message your audience wants to hear and one that you can deliver on. We've seen firsthand how the power of brand can elevate a company from a commodity to a valued partner; how it can rescue a business from the trenches of an impossible-to-win price war, and how it can motivate staff & faculty as well as communities alike to become full-fledged fans.

The following are a few initial ideas:

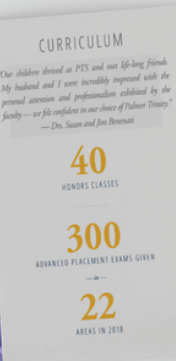
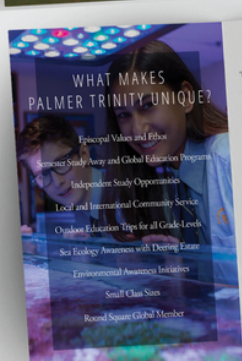
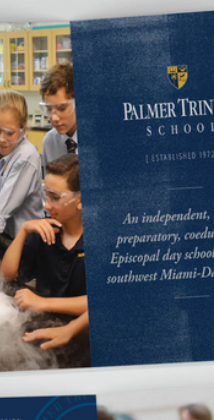
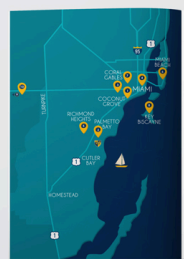
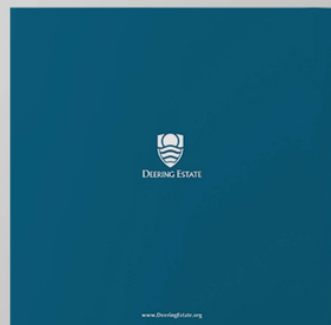
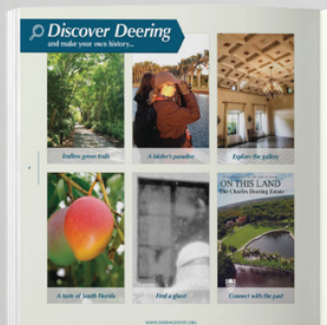
1. We aim to engage local businesses with digital cross promotion such as hashtagging and geo-targeting.
2. More traditionally, community sponsorships, posters and branded emblems in storefronts.
3. Surveys will serve as a vital part of our improvement strategy as we aim to create programs that the community quite frankly asks for.
4. We would highly recommend a face-paced, live action video highlighting the Downtown area and opportunities
5. A special project may include a Brand Ambassador program on social media — identifying local 'celebrities' to promote the brand through video, stories, and posts.
6. Lastly, forming and nurturing strategic political partners and stakeholders to develop programs that entice and enable entrepreneurs to choose Hallandale Beach as their headquarters could be part of the PR strategy.

Four (4) samples of work for each of the following categories:

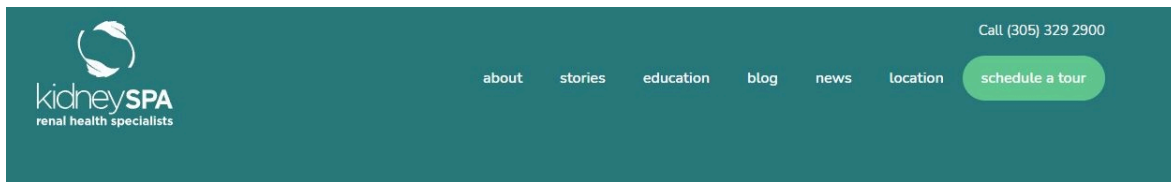
- i. Marketing campaigns, logo development projects, brand identity



ii. Graphic design – logo, ads, posters, email template, others.



iii. Copywriting – blog, press release, others.



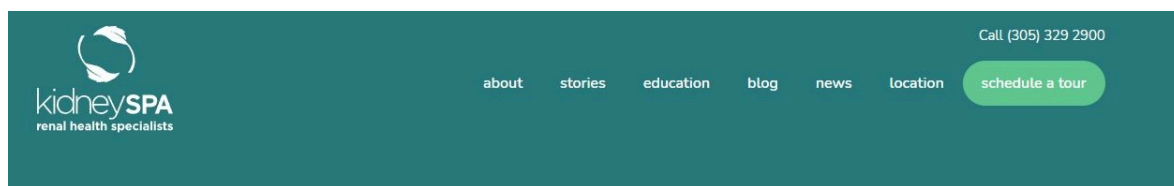
Kidney-Friendly Foods to Love

Living with kidney disease can prove to be challenging when it comes to dietary restrictions. Depending on the level of kidney damage, dietary restrictions can vary from patient to patient. It's important to follow a renal diet to decrease the accumulation of waste products in the blood, improve overall kidney function, and prevent further damage. The first step is always to consult with your doctor before changing or starting a new diet

Foods to Enjoy

Creating delicious meals that follow a renal diet is completely attainable. Here are a few of our favorite kidney-friendly ingredients:

- Vegetables: garlic, onion, cabbage, bell peppers, radish, and turnips

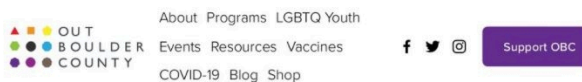


Cómo cuidar sus riñones

Aunque usted no sea un paciente de diálisis, hay muchas cosas que puede hacer para prevenir una enfermedad renal crónica (ERC). Además de mantener bajo el azúcar en sangre y la presión arterial, tome en cuenta los siguientes consejos y siempre consulte con su doctor.

Reducir el consumo de carnes y lácteos

La carne y los productos lácteos contienen proteína animal, que según las investigaciones pueden tener un efecto negativo en la función renal y ser una carga adicional para los riñones agravando cualquier enfermedad renal existente.



First Study On LGBTQ People And Vaccine Reluctance

FOR IMMEDIATE RELEASE
February 1, 2021

Contact:
Mardi Moore, Executive Director, Out Boulder County
mmoore@outboulder.org, 720.346.1836

First Study on LGBTQ People and Vaccine Reluctance

Out Boulder County has completed what may be the nation's first survey of COVID-19 vaccine reluctance among LGBTQ people. The survey offers a look into the attitudes of a community that has often gone unseen in public health efforts because information about sexual orientation and gender identity is rarely collected in federal, state or local health data. For example, there are no questions about sexual orientation or gender identity on the U.S. Census, and the Department of Health and Human Services rarely collects this information in its public health surveys or other data gathering.

"If LGBTQ people are not identified in data collection, we cannot be seen by public health agencies, hospital systems and other health care organizations," said Mardi Moore, executive director of Out Boulder County, which provides advocacy, services, programs and support to Boulder County's LGBTQ communities. **"If they don't see us, we don't exist, and getting**

The Miami Herald

Posted on Mon, May. 04, 2009

Office space debate: downtown vs. outskirts

By ROCHELLE BRODER-SINGER
Special to The Miami Herald

When the economy was riding high, companies could pick their office space based on "location, location, location." In today's economic climate, though, that mantra is being challenged by another: "cost, cost, cost." Growing concerns over the bottom line have businesses reassessing whether a pricey downtown location is essential, or whether it is a luxury that can be avoided.

TrèsKoi Public Relations, for instance, considered space in downtown Miami or South Beach, but ultimately settled on The Bank building at Northeast 81st Street and Biscayne Boulevard.

"For a while we were torn on being in the mix of things due to the nature of our business," said principal Alexis Knapp. But the space is half the price of a more downtown location. "One of the worst things young businesses do is get sold on having a lively office space, and as a result pay a fortune," Knapp said.

Class A buildings in Miami's central business district averaged \$43.77 a square foot in the first quarter of this year, versus \$35.46 in noncentral areas of Miami-Dade, according to real estate services firm Cushman & Wakefield. In Broward, Class A rents in downtown Fort Lauderdale averaged \$33.49 a square foot, versus \$31.89 in other locations, the company reported.

iv. Brochures, posters, others.



v. Social media examples



FB/Insta

Date/Hour:
Wednesday, September 15
10AM

Copy:

KidneySPA is joining the American Nephrology Nurses Association in a nationwide celebration honoring nephrology nurses during September 12-18. Nephrology nurses use their skills and knowledge to take action and improve dialysis patient outcomes.

KidneySPA se une a la Asociación Americana de Enfermeras de Nefrología en una celebración nacional del 12 al 18 de septiembre en honor a las enfermeras de nefrología, quienes utilizan sus habilidades y conocimientos para tomar medidas y mejorar los resultados de los pacientes de diálisis.

#KidneySpa #WeAreKidneySpa #SomosKidneySpa
#TakeCareOfYourKidneys #CuideSusRiñones #HighTouchHighTech
#AltoContactoAltaTecnología #HolisticoCare #CuidadoHolistico
#RenalHealth #CoralGables #SouthMiami #MiamiHealth #Miami
#HealthDistrict #Dialysis #Dialisis #NephrologyNurses



FB/Insta

Date/Hour: Tuesday, Nov 9
10am

Copy:

November's GLOWING Specials ✨

💰 \$100 off your customized AQUAGOLD treatment

👉 20% OFF 3 or more skincare products

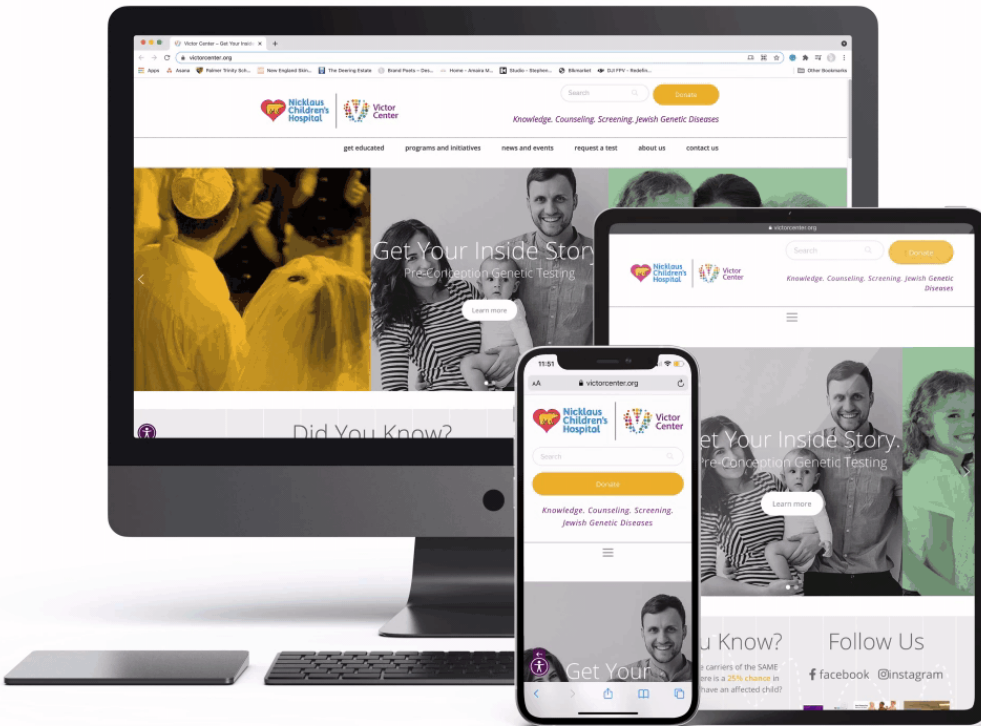
Contact us at 781-369-1426 to book 📞

*TAG: @aquagoldfinetouch

#neemmedspas #neemmedicalspa #selfcare #spa
#spaday #lynnfield #lynnfieldma #boston #bostonma
#somerville #somervillema #winchester
#winchesterma #massachusetts #skinrejuvenation
#skincare #skincaretreatments #skincareproducts
#skincarejunkie #bostonbeauty #aquaglow #aquagold
#novemberpromo



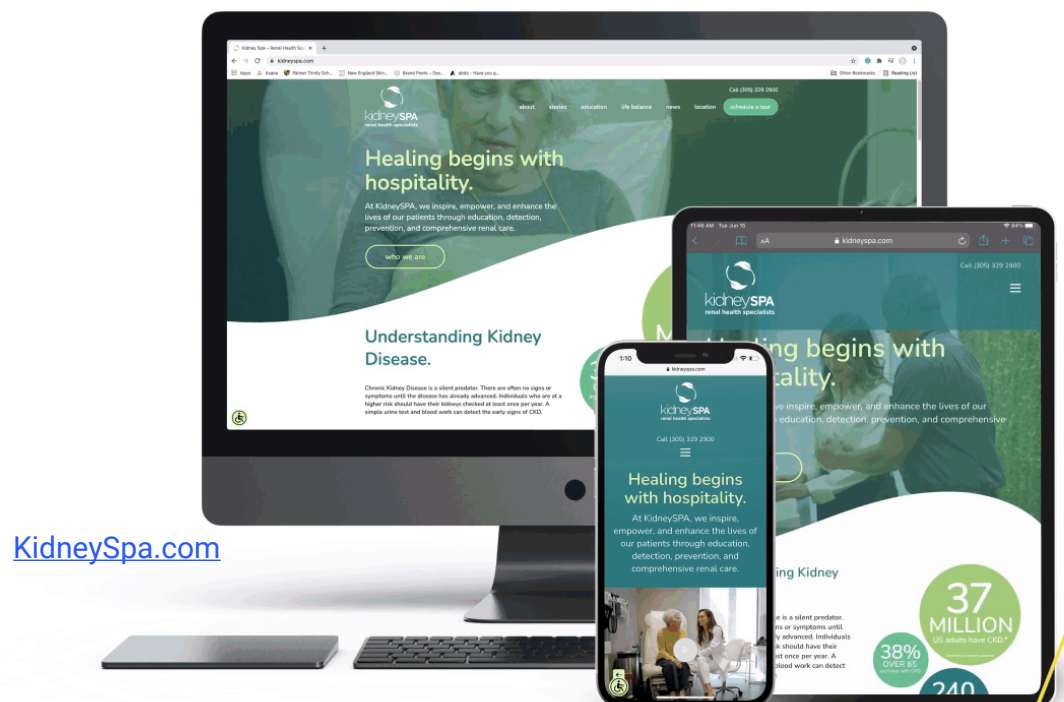
vi. Website creation



VictorCenter.org



PalaceSouthBeach.com



KidneySpa.com

vii. Ad placement

EDUCATION BUILT ON JEWISH VALUES • TEACHING PERSONAL RESPONSIBILITY • GLOBAL CITIZENS WHO THINK CRITICALLY • SMALL CLASSES FOR PERSONALIZED LEARNING • 24/7 SECURITY

RE-INTRODUCING



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Formerly Temple Beth Am Day School, **Rambam Day School** welcomes children 15 months to 5th grade to our newly completed, state-of-the-art campus. Rambam fosters intellectual, physical, social and emotional development, continuing an educational tradition that began in 1957 and grew to become one of the nation's largest and most storied reform Jewish day schools.

The Janet³ and Richard Yulman Campus 5950 N. Kendall Drive Pinecrest, Florida 33156

FOR MORE ADMISSION INFORMATION, PLEASE CONTACT
Jodi Barras, 305.665.6228, ext. 112, jgbarras@tbam.org.

www.tbam.org/RambamDaySchool

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for the 2022-2023 school year.

Accredited by the Florida Council of Independent Schools (FCIS), the Association of Independent Schools of South Florida (AISF), and Cognia.

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HEALTHCARE PLANS, INC.

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- ✓ Part B give-back – Receive up to **\$100 monthly** on your Social Security check*
- ✓ Prescription drug coverage
- ✓ Over-the-counter benefits and much more!

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OR TOLL-FREE AT (833) 639-3427
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WWW.DOCTORSHCP.COM

Doctors HealthCare Plans, Inc. is an HMO with a Medicare contract. Enrollment in Doctors HealthCare Plans, Inc. depends on contract renewal. Out-of-network/non-contracted providers are under no obligation to treat Plan members, except in emergency situations. Please call our Member Services number or see the Evidence of Coverage for more information, including the cost-sharing that applies to out-of-network services. *Benefits may vary by plan. 1H4140_SALESOPVIEWWSBLM



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For more information, call (305) 969-4208 or email garrien@palmertrinity.org

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PALMERTRINITY.ORG/ADMISSION

8001 SW 184 Street, Miami, FL 33157

f i n y t t

GEBG
Global Education Benchmark Group

Global Educators Conference
APRIL 7-9, 2022
HOSTED BY FRANCIS PARKER SCHOOL
— IN —
SAN DIEGO
CALIFORNIA



Join us in San Diego to explore model practices around engaging students in deep learning about complex global issues, leveraging virtual learning to engage global perspectives, and strengthening policies and procedures related to off-campus programs.

The Global Education Benchmark Group is a non-profit organization dedicated to supporting K-12 schools as they prepare students for a culturally diverse and rapidly changing world.

MEMBER BENEFITS INCLUDE

- Targeted Professional Learning
- Live Data and Benchmarking
- Custom School Trainings and Evaluations
- Discounted Travel Assistance and Insurance Plan
- Document Library and Model Practices
- Global Student Dialogues
- Active Community of 300 Member Schools across 16 Countries

For more information or to register, visit www.gebg.org

REFERENCE FORM:

Please note: The references provided below must be the same as the projects/contracts provided for response to MQR # 2.

References are required as a component of due diligence to determine the capability of the proposing Firm to be able to perform the required services.

If Firm does not provide the completed/signed Reference Form as requested, Firm will be determined non-responsive, not evaluated and not considered.

Proposing Firm must send to two (2) references and obtain back a completed and signed Reference Check Form for each of proposing Firm's required two (2) references.

REFERENCE FORM
Please note that the information for the Projects/Contracts for MQR # 2, must be the same as the Projects/Contracts provided within the Reference Form.
RFP # FY 2021-2022-CRA001 MARKETING, SOCIAL MEDIA BRANDING, PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES
PROPOSING FIRM'S NAME(S): Brand Poets LLC.
PROJECT NAME: Brand Communications: Retainer Agreement
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Palmer Trinity School
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC Brand Communications, including strategic planning, identity design & tagline development, advertising development & placement, editorial development, website graphic and digital design, video conceptualization, printed collateral such as stationery, brochures, flyers, print & digital event graphics, scriptwriting, environmental signage, event collateral and apparel design.

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Name of reference:	Suzanne G. Calleja	Phone:	305-969-4297
Title of reference:	Associate Head of School for Communications & Strategic Partnerships	E-mail Address:	scalleja@palmertrinity.org
Company/Employer:	Palmer Trinity School		

Please answer the following questions regarding services provided by the proposer named above.

1. What was the scope of work provided and completed by the Firm?

Brand Poets has worked with Palmer Trinity on all of our marketing needs including, but not limited to: advertisements in the newspapers, copy on advertisements, design of advertisements, PPC (Pay Per Click) campaigns, Facebook Marketing Campaigns, brochures, bookmarks, magnets, bags, signage (indoor and outdoor), magazines, Annual Reports, digital invitations.

2. Provide detail information about the level of commitment of the Firm to your operation. Did the Firm devote the time, and personnel necessary to successfully complete the entities needs?

Brand Poets has devoted endless hours to our institution. We have always been assigned one contact person, and if that person is out, they substitute someone else. We have never been without a contact Brand Poets. They are responsive and diligent.

3. How long was the awarded Contract for?

We have been working with Brand Poets for over 8 years.

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4. Provide detail information about the competence, level of professionalism, accessibility, and responsiveness of the Firm's personnel supervising and performing services.

The team at Brand Poets is very competent and professional. I have worked with them for many years, and they have always been open to our suggestions and never get flustered or upset, even if we don't agree with something that is created. The team is very responsive. We usually receive an email within hours of us sending them an email.

5. Provide detail information about the Firm's response time, as required by your Agreement. Where there ever any issues and why?

The Firm's response time is very good. We have never had an issue. If a project took longer, and I asked them to get it to me quickly, they would do it.

6. Provide detail information about the Firm's success at minimizing any issues, quality of work, reporting capabilities and customer service with entities' staff.

As I said above, the Firm is professional so they have great success and making sure there are no issues with our projects. If we don't agree on something, the Firm does everything in their power to rectify the situation. I love the way they report. We have a weekly call and go over the status sheet. It is very organized.

7. Provide your level of satisfaction with the Firm's success at keeping you updated and informed, particularly when special needs or problems arise?

We at Palmer Trinity School are very satisfied with the Firm's ability at keeping us updated. As I answered in the question above, the reporting system the Firm uses is very helpful, and keeps us all on track. We usually don't have an issue, but if we do, the Firm keeps us updated constantly.

8. Provide your level of satisfaction with the Firm's overall work throughout the years on the Contract?

We are more than satisfied with the Firm's overall work throughout the years. Our branding is top notch. All of our work is on brand.

9. What special projects that were not originally part of the scope of services has the Firm performed.

Signage was not originally part of the scope of services, and they have handled that perfectly. We are now doing signage throughout the campus.

ADDITIONAL COMMENTS:

Tana Llinas is a very capable, talented and professional woman. She has a very good demeanor and is very upfront. I would highly recommend Brand Poets.

SIGNATURE: _____



Date: November 3, 2021

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REFERENCE FORM:

Please note: The references provided below must be the same as the projects/contracts provided for response to MQR # 2.

References are required as a component of due diligence to determine the capability of the proposing Firm to be able to perform the required services.

If Firm does not provide the completed/signed Reference Form as requested, Firm will be determined non-responsive, not evaluated and not considered.

Proposing Firm must send to two (2) references and obtain back a completed and signed Reference Check Form for each of proposing Firm's required two (2) references.

REFERENCE FORM
Please note that the information for the Projects/Contracts for MQR # 2, must be the same as the Projects/Contracts provided within the Reference Form.
RFP # FY 2021-2022-CRA001 MARKETING, SOCIAL MEDIA BRANDING, PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES
PROPOSING FIRM'S NAME(S): Brand Poets LLC.
PROJECT NAME: Brand Communications: Retainer Agreement 2021
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Doctors Healthcare Plans, Inc.
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC All aspects of Doctors HealthCare Plans, Inc. brand marketing initiatives – advertising (development and placement), collateral (guides, forms, brochures), website graphics and digital design, video concepting, internal communications tactics (stationery, brochures, flyers), event graphics (print & digital), scriptwriting, signage, event collateral and apparel design.

Name of reference:	Arlen Delgado	Phone:	786.578.0957
Title of reference:	Senior Director, Sales & Marketing	E-mail Address:	adelgado@doctorshcp.com
Company/Employer:	Doctors Healthcare Plans, Inc.		

Please answer the following questions regarding services provided by the proposer named above.

<p>1. What was the scope of work provided and completed by the Firm?</p> <ul style="list-style-type: none"> a. Branding – Consistent throughout all of advertising, materials, etc. b. Brand Guidelines c. All Collateral Materials d. Advertising e. Website Graphics f. Event Graphics g. Direct Mail h. Event collateral i. Apparel j. Digital design & k. Social Media Marketing - PPC Campaigns
<p>2. Provide detail information about the level of commitment of the Firm to your operation. Did the Firm devote the time, and personnel necessary to successfully complete the entities needs?</p> <p>a. Brand Poets level of commitment is exceptional. We have very tight timelines since we are regulated by Medicare and have certain documents that need to be in members hands by a certain date. Sometimes the information received by us from CMS (Medicare) is last minute and Brand Poets in 3 years has never missed the mark.</p>
<p>3. How long was the awarded Contract for?</p> <p>The contract has been effect since 2018.</p>

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4. Provide detail information about the competence, level of professionalism, accessibility, and responsiveness of the Firm's personnel supervising and performing services.

a. The entire team is very professional and well versed in their specific department. An Account Manager is assigned to our account and she has always been available even after hours when we have had tight timelines. When she has been on PTO there is someone else assigned and is well versed on pending projects and just as responsive as our Account Manager.

5. Provide detail information about the Firm's response time, as required by your Agreement. Where there ever any issues and why?

a. Never an issue. As I have mentioned above. I couldn't be happier with their response time and commitment to getting the job done in time for us. They take it personal as if this was their company as well.

6. Provide detail information about the Firm's success at minimizing any issues, quality of work, reporting capabilities and customer service with entities' staff.

- a. We have monthly reporting and go over pending items, next steps and strategize on opportunities.
b. They have helped me reduce costs by coordinating with the print shops. They have also evaluated current documents and configured them differently to reduce cost while keeping the same quality brand consistency.

7. Provide your level of satisfaction with the Firm's success at keeping you updated and informed, particularly when special needs or problems arise?

a. My level of satisfaction is the utmost highest level. I have been in this business for 20 years and have dealt with many different agencies. Brand Poets by far outweighs anyone I have worked with in the past. Their level of professionalism, attention to detail, organization, commitment to the customer and creativity is the simply the best.

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8. Provide your level of satisfaction with the Firm's overall work throughout the years on the Contract?

They never have disappointed me. Not even when we drove them crazy.

9. What special projects that were not originally part of the scope of services has the Firm performed.

Website Graphics

ADDITIONAL COMMENTS:

SIGNATURE: Arlen Delgado Date: Nov 3, 2021

City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
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COST PROPOSAL:

- I. Firms must use the Cost Proposal below to submit your Firm's cost for this Project indicated in the Scope of Service herein.
- II. The City reserves the right to increase, decrease, and/or choose the items and quantities below for the Project to meet its available budget using the hourly rates provided below.
- III. Proposing firm must completely fill out each row below. Please note payments will be made on a monthly basis based on progress payments.
- IV. The City may award multiple firms as available, by description of task, or in its entirety, as deemed in the best interest of the City.
- V. Your firm **must** provide a detailed fee schedule that explains the cost and services for each description of task.
- VI. **THERE WILL BE NO PRICE CHANGES FOR ALL TERMS OF THE CONTRACT.**

ITEM	DESCRIPTION OF TASK	HOURLY RATE:	YEAR 1	YEAR 2	YEAR 3
1.	Marketing and Branding Plan	\$ 175.00	\$ 12,000	\$ 3,000	\$ 3,000
2.	Public Relations	\$ 175.00	\$ 18,000	\$ 18,000	\$ 12,000
3.	Press releases generation and distribution	\$ 175.00	\$ 9,000	\$ 9,000	\$ 7,500
4.	Social media account and management	\$ 175.00	\$ 21,000	\$ 21,000	\$ 22,500
5.	Email newsletter	\$ 175.00	\$ 45,000*	\$ 45,000	\$ 39,000
6.	Email blasts	\$ 175.00	\$ 9,000	\$ 9,000	\$ 9,000
7.	Blogs	\$ 175.00	\$ 4,800	\$ 4,800	\$ 4,800
8.	Websites	\$ 175.00	\$ 12,000	\$ 12,000	\$ 12,000
TOTAL PER YEAR:			\$ 130,800	\$ 121,800	\$ 109,800
TOTAL FOR 3 YEAR TERM:			\$ 362,400		

*See recommendation to reduce on [page 51](#)

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9. ADDITIONAL SERVICES:

PLEASE NOTE: IN ADDITION TO ALL THE ABOVE STATED FUNCTIONS AND SERVICES, THE CRA MAY HAVE A NEED FOR THE SERVICES BELOW TO BE USED AND REQUESTED AS FUNDING ALLOWS AND AS NEEDED FOR ALL OF THE CONTRACT TERMS.

ITEM:	DESCRIPTION OF TASK	HOURLY RATE:
1.	Specialized marketing	\$ 175.00
2.	Promotional services	\$ 175.00
3.	Crisis management	\$ 175.00
4.	Consultation services	\$ 175.00
5.	Photography	\$ 175.00
6.	Videography	\$ 175.00
7.	Printing and website design	\$ 175.00
8.	Maintenance services	\$ 175.00
	Additional Services. Describe below in rows 9-11:	
9.	Event Marketing Materials	\$ 175.00
10.	Digital or Paper & Envelope Invitation	\$ 175.00
11.	Brochures & Fact Sheets	\$ 175.00

The costs must be inclusive of all related expenses including contract administration, technical assistance to the City, travel, and associated actions necessary for the Project by the Consultant as defined in the scope of work.

I, Tana Llinas, CEO & Chief Creative Officer
Name of authorized Officer per Sunbiz and/or legal documentation Title
of Brand Poets LLC.

Name of Firm as it appears on Sunbiz and/or legal documentation
hereby attest that I have the authority to sign this notarized certification and certify that the
above referenced information is true, complete and correct.

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COMPLETE TEAM



Tana M. Llinás
CEO & Chief Creative Officer



Lisa Yap Sam
Director of Client Services



Kristine Bello, MBA
Director of Operations



Dmitry Zhitov
Storyteller



Lucho Escobar
Digital Strategist



Romina Picón
Spanish Language Writer



Jessica Benitez
Senior Art Director



Oscar Pino
Animator



Rochelle Broder-Singer
Wordsmith



Jessika Zamora
Social Media Manager



Estefania Garcia
Account Manager



Nick Ortiz
Paid Search Manager



STATEMENT OF WORK

Deliverables as per Cost Proposal with description and as recommended are as follows:

A. MARKETING PLAN STRATEGY. The CRA desires a marketing strategy and advertising campaign to solidify the brand and deliver the message of the brand to the residents, businesses, and visitors. Working together, Brand Poets and the CRA will take a deep dive into the market & brand strategy and develop a recommended marketing plan with compelling positioning concepts and a new brand identity. We will focus on the new brand positioning, tone, pitch and look & feel with a goal of positioning and branding the CRA as a 'vibrant, growing urban hub offering distinctive features, advantages and benefits to business and visitors'. Brand poets will engage with economic development partners and promote local community involvement while in this stage. The team will drive and support the need to increase reach and awareness of the CRA's growth & development within its target audience.

Sub-deliverables include:

- Brand Campaign
- Logos for various campaigns with tagline development (up to 5)
- Brand Guide (up to 3 page pdf)
- Business Card (up to 10)
- Email Signature (up to 10)

B. PUBLIC RELATIONS STRATEGY: Brand Poets will work with our local Public Relations expert and the Client team to create and execute a comprehensive media relations campaign enhancing and delivering the updated brand identity to its target audience. Content will be focused around special events, projects, initiatives or programs in targeted development areas. Core of messaging is to promote the Hallandale City Beach CRA as a great place to work, like, shop, dine and do business.

C. PRESS RELEASES GENERATION & DISTRIBUTION: In partnership with the team, Brand Poets will craft and release press releases for the CRA and assist with distribution to local media outlets on an as-needed basis. We estimate up to 4 press releases during the 12-month contract.

D. SOCIAL MEDIA ACCOUNT AND MANAGEMENT - Our first step is a robust strategic deep dive into the various posting schedules, hashtag strategy, content, paid vs organic strategy, and user engagement to determine best times to post and more engaging content. Then our team develops content decks (including graphics, messaging hashtags etc.) one month in advance for review for all five of your platforms. Approved posts are then scheduled while our team interacts, responds to direct messages and likes and follows pages/posts on your behalf as we aim to have a consistent voice behind the brand. Number of posts can vary depending on the promotional or event activity.

Throughout the contract, Brand Poets will manage the five social media platforms Facebook, LinkedIn, Instagram, YouTube & Twitter. Upon completion of the first step, Brand Poets can make a recommendation whether or not to engage in Pinterest.

Assets are to be supplied by client. As needed, Brand Poets can provide Photo, Video &/or Drone footage. Please refer to Additional Services for a la carte details and pricing. Any inquiries to the social media platforms can be streamlined with a prepared Q&A sheet supplied by Client. The primary focus of this deliverable is to increase reach and engagement within the small business community and the residents while serving as a survey platform for feedback. Brand Poets will provide monthly reporting.

E. EMAIL NEWSLETTER - Brand Poets will concept, layout, copywrite, program, deploy and report on a monthly basis to your database with a maximum of four (4) newsletters per month. Your team will have the chance to review the blast in copy form first. Once the copy is approved, the newsletter is laid out graphically for one more approval before we program it into the platform. We estimate approximately 500 words per issue - developed monthly. The majority of content will be provided by client with some provided by Brand Poets. Email newsletters will feature local happenings, events and community initiatives amongst other content as may be directed from client.

Monthly analytic reports summarizing growth of the subscriber list, open rates, click rates, and social media shares will be provided directly from the the platform. ****NOTE: Our recommendation is LESS newsletters and more eblasts to retain audience****

F. EMAIL BLASTS - Brand Poets will concept, layout, copywrite, program, deploy an estimate of two (2) email blasts per month. Each E-blast will feature local happenings, events and community initiatives amongst other content as may be directed from client. Your team will have the chance to review the newsletter in copy form first. Once the copy is approved, the E-blast is laid out graphically for one more approval before we program it into the platform. We estimate approximately 300 words per E-blast.

G. BLOG MANAGEMENT - Brand Poets understands their is a focus to be placed on staff blog development which will be posted on LinkedIn. Although not a priority, some emphasis will be placed on Blog Development. Brand Poets team will write custom 400 word blog posts that will help with SEO and engagement on the website. We will use these blog posts in social media and in the monthly Email Marketing. 12 blogs during the 12 month contract will be crafted and posted to the website. The purpose is to enhance visibility within the municipal and state community, among professional associations, institutional universities and news media.

H. WEBSITE UPDATES - The City of Hallandale Beach CRA's website currently built on Wordpress (<https://cohbcra.org>) requires periodic editing including image, copy and backend updates such as updating plugins, fixing broken links, uploading content, etc. Brand Poets will complete periodic updates in a timely manner and report any issues to client. Estimate up to 24 hours per month with an exception to special projects whereby hours may surpass estimate. Requests of additional pages will incur an added fee. Using such tools as Google Analytics, SEMRush, Social Media engagement stats, Hootsuite, Later, ACTOn, Yoast, HotJar and others, we will routinely (weekly, monthly, quarterly) provide data snapshots, insights and recommendations to achieve maximum Return on Investment (ROI).

I. ADDITIONAL SERVICES In addition to all the above stated functions and services, the CRA may have a need for specialized marketing or promotional services, crisis management, consultation services amongst the following:

- Event Marketing Materials such as signage, banners, flyers
- Digital Invitation or paper & envelope invitation
- Promotional Giveaways - sourced by Brand Poets but billed directly to CRA
- Informational brochures and fact sheets to provide to the community

Account Management

Efficiency and quality are paramount. We will provide contact reports for all calls and meetings which enables both parties to stay on track as we manage multiple projects with tight timelines. Brand Poets will request samples, provide production specifications, and manage the process from start to finish ensuring quality control across all mediums. All artwork must be approved in writing before production.

What's Not Included

Any requests not included in the proposal. Additional requests will be handled on a project estimate basis and approved in writing. Detailed estimates would be presented to the City of Hallandale Beach CRA for approval before any outside services are engaged.

QUESTION 59. Can we submit the proposals via email?

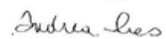
ANSWER # 59. REFER TO PAGE 23 OF THE RFP FOR INSTRUCTIONS ON SUBMITTING PROPOSAL.

PLEASE NOTE RECEIPT OF ADDENDUM # 1 BY SIGNING BELOW AND INCLUDE WITH YOUR FIRM'S SUBMISSION.

I ACKNOWLEDGE RECEIPT OF ADDENDUM # 1:

Company	Brand Poets LLC.
Name of person signing below	Kristine Bello
Title	Director of Operations
Signature	
Date	November 8, 2021

Sincerely,



Andrea Lues, Director, Procurement Department

c. Proposing Firm must address MRQ # 2. a. by responding also in the charts below.

Proposers must provide the information for MQR # 2 with details in the following charts. If more than two (2) chart is needed in order to provide the information for MQR # 2, Proposing Firm is to make copies of the chart and address as needed to meet MQR #2.

Name of Project # 1:	Palmer Trinity School
Name and Location where provision of services were provided:	Palmer Trinity School 8001 S.W. 184 Street, Miami FL 33157
Name of the Firm that was awarded the Contract for provision of the services.	Brand Poets LLC
<p>Explain in detail how the Proposing Firm meets MQR # 2.</p> <p>Proposing Firm must <u>performed two (2) projects of similar size, scope and complexity or greater, to this RFP and specifications</u> within the <u>last five (5) years</u>, 2016 to 2021.</p> <p>Does proposing Firm meet MQR #2. Provide details.</p> <p>Agreement between Brand Poets and Palmer Trinity includes all Brand services as provided by Brand Poets and directed in the Retainer Agreement. Includes, strategic planning, identity design, advertising development and placement, editorial development, graphics, video, print collateral and apparel design.</p>	<p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p>Please refer to the Letter of Recommendation provided in addition to the Reference Check.</p>
Date when awarded Contract started:	Month: January Year: 2008
Date when Contract was completed :	Month: Year: Contract is ongoing with periodic renewals
Updated contact name, phone and email for Project Manager where services were provided to.	Suzanne G. Calleja (305) 969-4297 scalleja@palmertrinity.org

Name of Project # 2:	Doctors Healthcare Plans, Inc.
Name and Location where provision of services were provided:	2020 Ponce de Leon Blvd, PH1 Coral Gables, Florida 33134
Name of the Firm that was awarded the Contract for provision of the services.	Brand Poets LLC.
<p>Explain in detail how the Proposing Firm meets MQR # 2.</p> <p>Proposing Firm must <u>performed two (2) projects of similar size, scope and complexity or greater, to this RFP and specifications</u> within the <u>last five (5) years</u>, 2016 to 2021.</p> <p>Does proposing Firm meet MQR #2. Provide details.</p> <p>Agreement between Brand Poets and Doctor's Healthcare Plans includes all Brand services as provided by Brand Poets and directed in the Retainer Agreement. Includes, strategic planning, identity design, advertising development and placement, editorial development, graphics, video, print collateral and apparel design.</p>	<p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p>Please refer to the Letter of Recommendation provided in addition to the Reference Check.</p>
Date when awarded Contract started:	Month: April Year: 2018
Date when Contract was completed :	Month: Year: Contract is ongoing with periodic renewals
Updated contact name, phone and email for Project Manager where services were provided to:	Arlen Delgado (786) 578-0957 adelgado@doctorshcp.com



THANK YOU

ONLINE

www.BrandPoets.com

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CONTACT

T: (786) 732 7466

Tana M. Llinás: ext. 101
tana@brandpoets.com

SOCIAL PRESENCE

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[YouTube](#)

[LinkedIn](#)



INDUSTRY CODES & CLARIFICATIONS

DUNS: 080371464

NAICS: 541613

CAGE: 7TBT1

CERTIFICATIONS

WBENC Certified: Women's
Business Enterprise (WBE)
#WBE1702593



Women-Owned Small Business
(WOSB) #WOSB180052
FDOT/Florida Certified

Disadvantaged Business
Enterprise (DBE)