

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 CONCEPTUAL COMMUNICATIONS, LLC, a Florida limited liability company (the "Consultant") having an address at 525 N.W. 1st Avenue, Fort Lauderdale, Florida 33301.

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 thirty (30) 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: Laurie I. Menekou
Conceptual Communications, LLC
525 N.W. 1st Avenue
Fort Lauderdale, Florida 33301
Telephone No. (954) 732-0754
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:

CONCEPTUAL COMMUNICATIONS, LLC,
a Florida limited liability company

By: 
Laurie I. Menekou
Managing Member

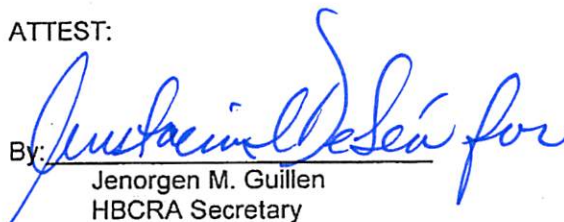
Dated: May 24, 2022

HBCRA:

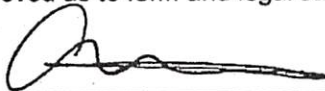
HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY
a public body corporate and politic

By:  for
Jeremy Earle
Executive Director

ATTEST:

By:  for
Jenorgen M. Guillen
HBCRA Secretary

Approved as to form and legal sufficiency:

By: 
Taylor English Duma LLP
HBCRA Attorney

Dated: May 26, 2022



RFP

FY 2021-2022-CRA001 MARKETING, SOCIAL MEDIA,
BRANDING, PUBLIC RELATIONS AND
GRAPHIC DESIGN SERVICES

SUBMITTED BY:



CONTACT PERSON:

Laurie Menekou, Owner

Address: 525 NW 1st Ave., Fort Lauderdale, FL 33301

Phone: 561-715-4280

Email: Lmenekou@conceptualpr.com

Website: prbroward.com

TAB 2: Table of Contents



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TAB 3: Transmittal Letter





TAB 3: Transmittal Letter

Dr. Jeremy Earle
400 S. Federal Highway
Hallandale Beach, FL 33009

November 11, 2021

RE: RFP# FY 2021-2022-CRA001

Greetings Dr. Earle and Members of the Selection Committee,

I have read the Hallandale Beach Community Redevelopment Agency's Request for Proposals (RFP) **#FY 2021-2022-CRA001** and fully understand its intent. I certify that Conceptual Communications (SBE/DBE/CBE Certified) has adequate in-house personnel, and equipment to fulfill the scope of work being requested. In the pages that follow, please find my team's collaborative and comprehensive approach to the Scope of Services.

Why is Conceptual Communications the most qualified firm to perform the work?

Our level of experience and our ability to drive real results is unmatched by any other firm in South Florida. I had the distinct privilege of working in-house as a PIO for the City of Weston for eight years before I founded Conceptual Communications in 2010. The way a city works, the daily challenges the staff can face, the budget process, public records retention, the establishment and maintenance of a CRA, and the importance of public/private partnerships are all areas I have a true understanding of and that experience has undeniably contributed to my firm's success over the past 11 years.

I recognized a need in the public sector for a team of seasoned communications professionals that could offer real results. By investing in the most cutting-edge software and developing reporting systems for our public sector clients that show the real results of our marketing and public relations efforts, we have gained the trust of several cities, public agencies, nonprofits, and companies in South Florida. My team and I are proud to serve clients such as the Broward League of Cities, the City of Wilton Manors, the Town of Lauderdale-By-The-Sea, the City of Parkland, and the City of Delray Beach, just to name a few. We would be proud to bring our creativity, passion, and unmatched level of accountability to the Hallandale Beach Community Redevelopment Agency.

Conceptual Communications was founded on the simple platform of being able to provide efficient and cost-effective communications consulting services and I do hope that message is evident as you read and consider our proposal. I am confident that my team's work experience, coupled with our unwavering commitment to cities and agencies here in Broward County, will not only meet but exceed your expectations - all while remaining cognoscente of your budget.

Required Statement

I certify that this proposal is a firm and irrevocable offer until a contract is awarded as a result of this RFP.

Authorized Contact on Behalf of the Proposer:

Name: Laurie Menekou | **Title:** Owner, Conceptual Communications
Phone: (954) 732-0754 | **Address:** 525 NW 1st Ave., Ft. Lauderdale, FL 33301
Email: Lmenekou@conceptualpr.com | **Website:** prbroward.com

Best Regards,

Laurie Menekou
Owner, Conceptual Communications



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

Detail by Entity Name

Florida Limited Liability Company
CONCEPTUAL COMMUNICATIONS, LLC

Filing Information

Document Number L12000138149
FEI/EIN Number 46-1355996
Date Filed 10/30/2012
State FL
Status ACTIVE

Principal Address

525 NW 1st Ave.,
Fort Lauderdale, FL 33301

Changed: 08/11/2021

Mailing Address

525 NW 1st Ave.,
Fort Lauderdale, FL 33301

Changed: 08/11/2021

Registered Agent Name & Address

MENEKOU, LAURIE I
525 NW 1st Ave.,
Fort Lauderdale, FL 33301

Address Changed: 08/11/2021

Authorized Person(s) Detail

Name & Address

Title MGRM

MENEKOU, LAURIE I
525 NW 1st Ave.,
Fort Lauderdale, FL 33301

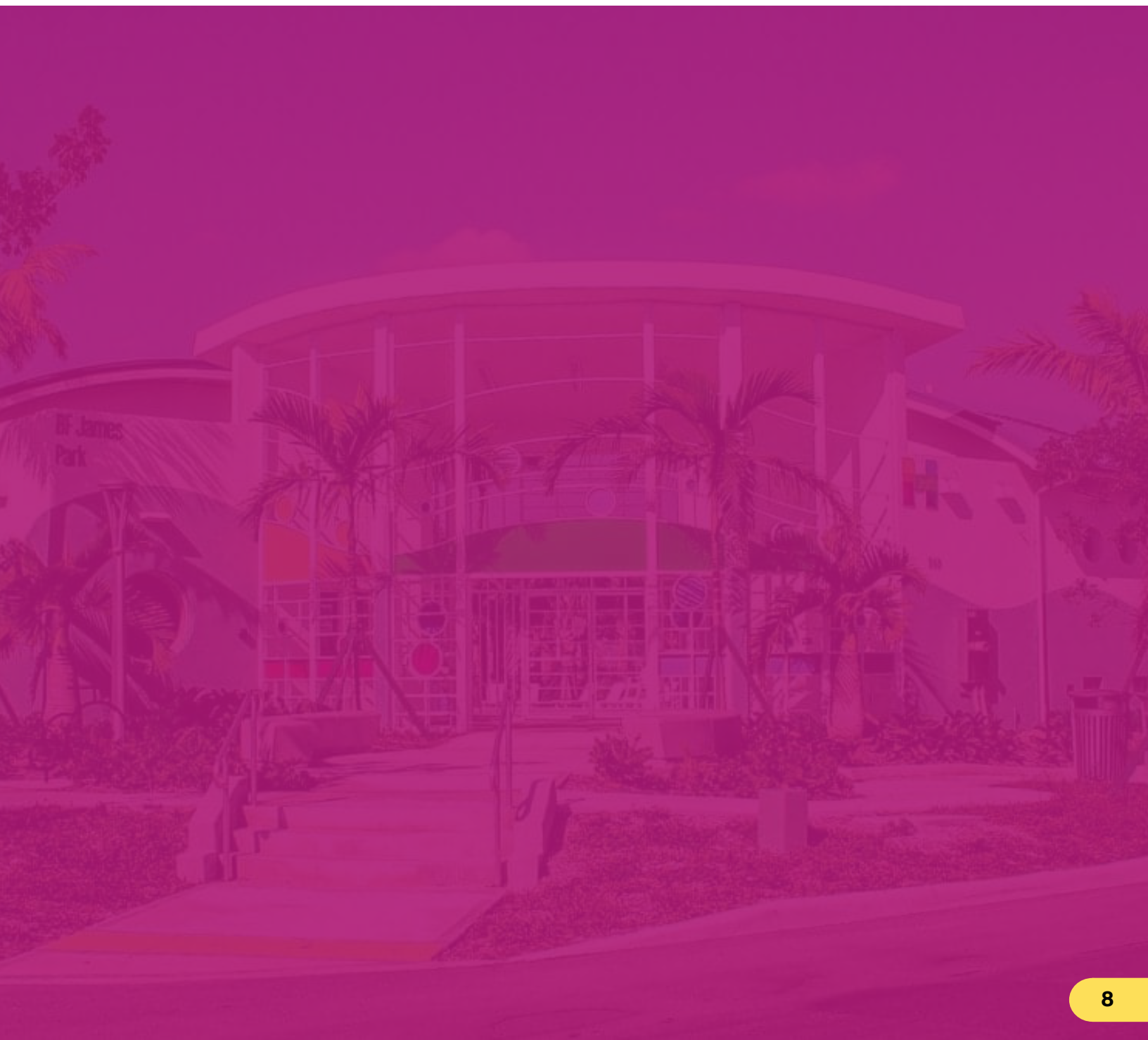
Annual Reports

| Report Year | Filed Date |
|-------------|------------|
| 2020 | 03/30/2020 |
| 2021 | 02/25/2021 |
| 2021 | 08/11/2021 |

Document Images

| | |
|---|--------------------------|
| 08/11/2021 -- AMENDED ANNUAL REPORT | View image in PDF format |
| 02/25/2021 -- ANNUAL REPORT | View image in PDF format |
| 03/30/2020 -- ANNUAL REPORT | View image in PDF format |
| 02/18/2019 -- ANNUAL REPORT | View image in PDF format |
| 04/30/2018 -- ANNUAL REPORT | View image in PDF format |
| 01/09/2017 -- ANNUAL REPORT | View image in PDF format |
| 03/04/2016 -- ANNUAL REPORT | View image in PDF format |
| 02/05/2015 -- ANNUAL REPORT | View image in PDF format |
| 02/27/2014 -- ANNUAL REPORT | View image in PDF format |
| 04/30/2013 -- ANNUAL REPORT | View image in PDF format |
| 10/30/2012 -- Florida Limited Liability | View image in PDF format |

TAB 4: Executive Summary



Named the *2018 Agency of the Year* by the Public Relations Society of America – Greater Fort Lauderdale Chapter, Conceptual Communications is a full-service marketing and public relations firm (SBE/CBE/DBE Certified). By investing in the most cutting-edge software available, we are able to provide our clients with real data-driven results. Why? Because we believe marketing is similar to the study of medicine in that testing and tweaking tactics and action items is what sets the good marketers apart from the great marketers. Industry-wide, the firm is highly regarded in three core areas:

- 1) Originality-** The days of clip art, copy that is not keyword rich, and ignoring digital media trends are long gone. Every work product our team produces is 100% original.
- 2) Transparency-** Every member of our team keeps detailed timesheets. We also provide our clients with a Dropbox folder on day one, so access to all work products is always available.
- 3) Accountability-** We provide monthly reports (quantifiable results) detailing earned media, social media, and website results so we can use that data to help determine what and how we should communicate in the future.

Structured for Success

Conceptual Communications offers a contemporary team approach that lends itself to today's world where content is king, social media is queen, and special forces, such as video, infographics and digital media bring marketing plans to life! Recognizing that each discipline requires a specific skill set, Conceptual Communications assigns each client a team of professionals, led by a single project manager, ensuring a much higher success rate in each specific service area.

Here is a fun illustration of how Conceptual Communications differs from traditional firms:

Traditional Firm

“Tom”

Tom represents a traditional PR Firm: Each client is assigned one account representative who may be somewhat proficient in each of the various tasks requested, but not a subject matter expert.



Conceptual Communications

“Candace”

Candace represents Conceptual Communications: Each client is assigned a team of professionals and subject matter experts including a social media expert, content strategist and graphic designer all led by a single point person.



Summary of Services

The Conceptual Communications team has the experience needed to provide all of the requested services:

- ✓ Development of a marketing and branding plan
- ✓ Public relations services to include writing and distributing press releases
- ✓ Social media account management for Facebook, Twitter, LinkedIn, YouTube, and Instagram
- ✓ Email campaign development and distributions
- ✓ Blogging
- ✓ Website maintenance
- ✓ Photography and videography services
- ✓ Monthly, quarterly, and annual reporting

We Can Help You Achieve Your Goals

Raising engagement, supporting economic development efforts, and promoting the CRA as a local hotspot are vital success that must be accomplished. We are confident in our ability to help you meet your goals- check out some of our successes in these core areas:

1. Small Business Week Promotions in the City of Parkland

Top Performing Stories



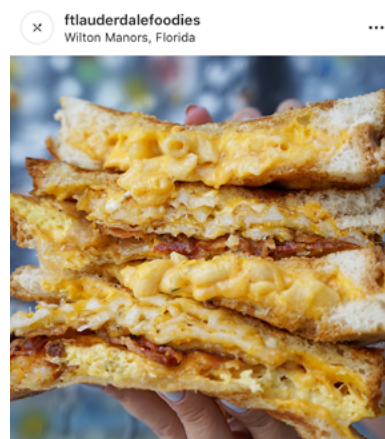
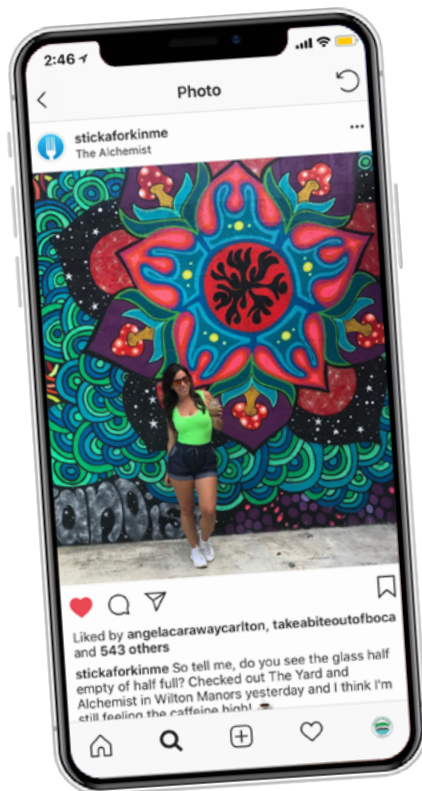
- A total of 21 Instagram stories were posted for Small Business Week
- Total business handles tagged: 21
- Total taps on business handles to view business profiles: 488
- Total impressions: 6,711
- Total reach: 6,601
- Replies and Shares from Businesses/Community: 19

2. Influencer Campaigns and Media Days can Help You Achieve Your Goals

Integrated marketing plans should contain action items to engage with social media influencers. With traditional media sources shrinking, this tactic is a sure way to create organic buzz and promote the CRA as a desirable destination.




Developing and implementing social media influencer campaigns has generated a solid flow of organic content for our clients. In addition to incorporating influencer campaigns to help create organic buzz, the Conceptual Communications team has extensive knowledge in hosting FAM days.




From connections with local and regional media contacts, to maintaining relationships with the Convention & Visitors Bureaus, area Chambers and Alliances, the Conceptual Communications team has hosted influencer campaigns and media day events for a variety of clients such as the City of Wilton Manors, the Town of Lauderdale-By-The-Sea, and the YMCA of Broward County just to name a few.



3. Influencer campaigns, video content, and our grassroots approach yield real results when it comes to engagement

Check Out the Social Media Engagement Increases for the City of Wilton Manors and the Town of Lauderdale-By-The-Sea (October 2019 to October 2021)

| Profile | Audience | Net Audience Growth | Published Posts | Impressions | Engagements |
|--|-----------------|---------------------|-----------------|-----------------------|---------------------|
| Reporting Period Oct 1, 2019 – Oct 31, 2021 | 29,259 ↗ 37% | 8,140 ↗ 161.8% | 977 ↗ 95.4% | 5,652,168 ↗ 218.3% | 173,362 ↗ 109.8% |
| Compare to Aug 30, 2017 – Sep 30, 2019 | 21,355 | 3,109 | 500 | 1,775,614 | 82,627 |
|  Discover Lauderdale ... | 26,055 | 6,160 | 536 | 4,176,202 | 147,275 |
|  discoverlbts | 3,135 | 1,940 | 434 | 1,475,966 | 25,919 |
|  DiscoverLBTS | 69 | 40 | 7 | N/A | 168 |

| Profile | Audience | Net Audience Growth | Published Posts | Impressions | Engagements |
|--|-----------------|---------------------|------------------|---------------------|-------------------|
| Reporting Period Oct 1, 2019 – Oct 31, 2021 | 11,156 ↗ 40% | 3,313 ↗ 0.9% | 1,835 ↗ 22.9% | 1,925,572 ↗ 5.7% | 113,953 ↗ 3.7% |
| Compare to Aug 30, 2017 – Sep 30, 2019 | 7,968 | 3,284 | 1,493 | 1,820,949 | 109,839 |
|  @WiltonManorsCty | 2,057 | 739 | 701 | 622,892 | 14,639 |
|  City of Wilton Manors | 5,988 | 805 | 865 | 1,129,560 | 87,081 |
|  wiltonmanorsofficial | 3,111 | 1,769 | 269 | 173,120 | 12,233 |

Meet Your Team



Laurie Menekou, Principal

- Project manager
- Attends meetings with key stakeholders as needed
- Leads strategic planning initiatives
- Manages crisis communications



Aimee Adler, Public Relations Manager

- Manages all media relations including distribution of media pitches
- Follows up and coordinates all media requests
- Media release writing
- Manages media contact lists
- Monitors editorial calendars
- Reports on earned media placements



Hayley Zagacki, Digital Media Manager

- Manages all social media properties including content calendars and postings
- Runs pay per click and digital advertising campaigns
- Creates and deploys email marketing campaigns
- Develops blog posts and manages website updates
- Compiles all reports pertaining to digital marketing performance



Carolyn Karp, Creative Director

- Develops creative campaign concepts and brand standards guidelines
- Designs and develops all print, social, and web graphics
- Creates custom presentations
- Edits and compiles videos for digital media



Barry Pavel, Web Developer

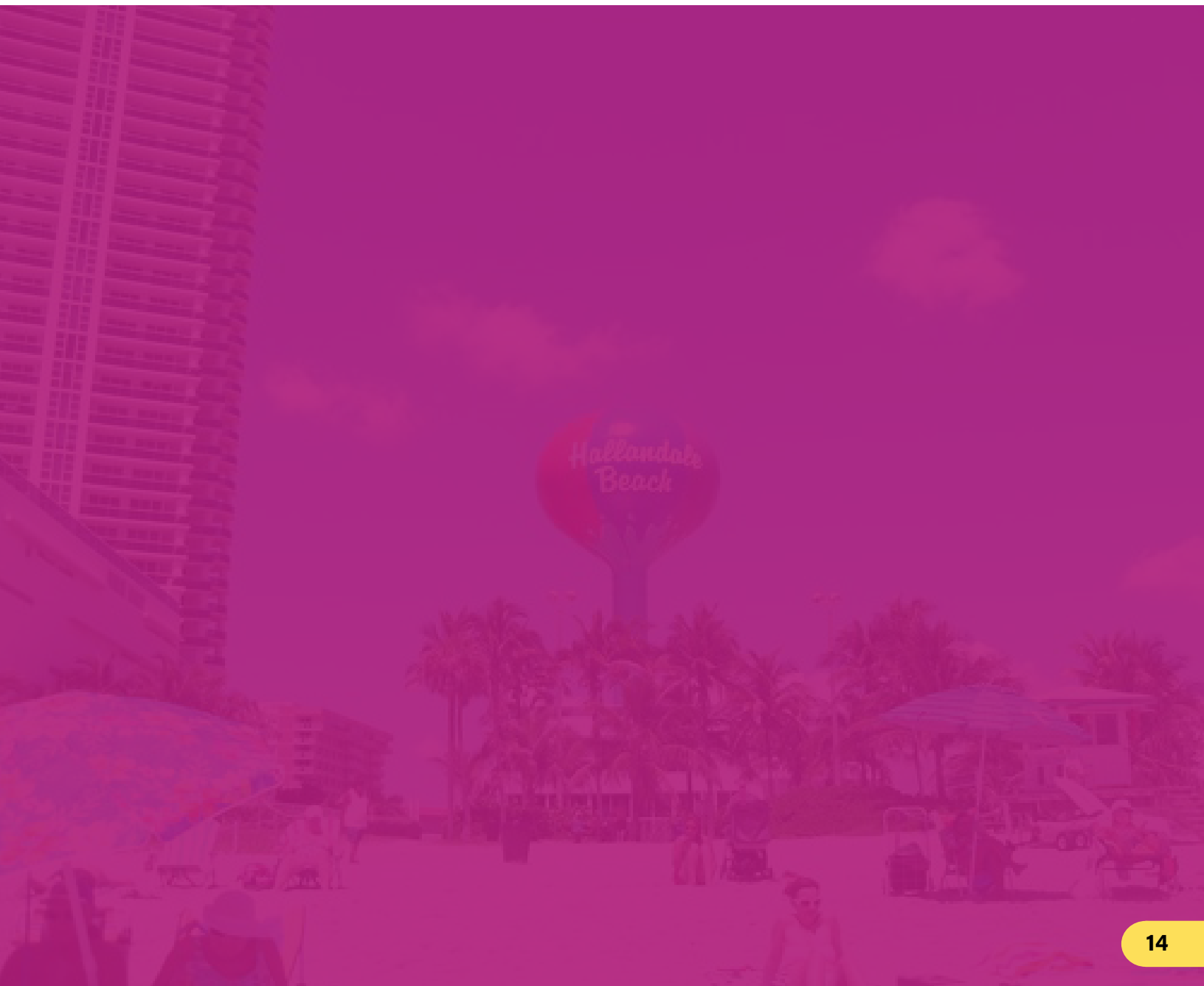
- Designs and develops WordPress sites
- Proficient with HTML5, CSS, XML, JavaScript, and ActionScript
- Skilled in SEO strategies utilizing Google Analytics



David Roth, Photographer/ Videographer

- Photography: headshots, events, lifestyle imagery
- Videography: b-roll, interviews, and events

TAB 5: Minimum Qualification Requirements (MQRs)



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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: | City of Wilton Manors |
| Name and Location where provision of services were provided: | City of Wilton Manors |
| Name of the Firm that was awarded the Contract for provision of the services. | Conceptual Communications |
| <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><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> |
| Date when awarded Contract started: | Month: October Year: 2013 |
| Date when Contract was completed: | Month: August Year: 2023 |
| Updated contact name, phone and email for Project Manager where services were provided to. | Pamela Landi, Assistant City Manager plandi@wiltonmanors.com 954-390-2103 |

Client: The City of Wilton Manors

Description of Work: Advertising, Branding, Content Creation, Crisis Management, Graphic Design, Marketing, Market Research, Photography, Public Relations, Social Media, Reporting including Google Analytics, Video Development, Website Maintenance

Project Results:

1. Led the City through a comprehensive rebranding strategy, including market research, that resulted in adoption of the City's tagline- *Life's Just Better Here*
2. Developed and implemented the City's Integrated Marketing Communications (IMC) Plan including clear measurable goals such as increasing registration for programs that generate revenue
3. Promoted city events, including the Annual Stonewall Pride Festival and initiatives to increase economic impact to local businesses and restaurants
4. Completed management of City's website redesign and relaunch
5. Developed and implemented cost-effective strategies for all social and digital media platforms as well as campaigns for topics such as drowning prevention, recycling, public safety and more
6. Managed all media relations including crisis communications
7. Completed development and adoption of brand standards guidelines and handled all graphic design services
8. Established the City's email marketing system and administered all email marketing campaigns that maintain an open rate of 35-40% (far exceeding industry average)
9. Provided regular updates to the City Commission and advisory boards
10. Developed approximately 4 to 6 videos per year including the annual report video

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| | |
|--|---|
| Name of Project # 2: | Town of Lauderdale By The Sea |
| Name and Location where provision of services were provided: | Strategic Marketing Plan Development and Implementation Lauderdale-By-The-Sea |
| Name of the Firm that was awarded the Contract for provision of the services. | Conceptual Communications |
| <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><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> |
| Date when awarded Contract started: | Month: Feb Year: 2018 |
| Date when Contract was completed : | Month: Sept Year: 2023 |
| Updated contact name, phone and email for Project Manager where services were provided to: | Debbie Hime debbieh@lauderdalebythesea-fl.gov 954-640-4205 |

Client: The Town of Lauderdale-By-The-Sea

Description of Work: Developed and implemented the Town's three-year strategic marketing plan.

Services Include: Blogging, Branding, Strategy & Development, Email Marketing, Managing Partner Accounts with TripAdvisor, Visit Florida and the CVB, Public Relations, Social Media, Reporting, and Website Updates

Project Results:

1. Developed the Town's three-year strategic marketing plan. The plan was unanimously approved by the Town Council. Developing the plan included leading several focus groups and conducting stakeholder surveys from area businesses, hotels, restaurants, the Visitors Center, and Chamber. We were then retained as the agency of record to implement the Town's three-year strategic marketing plan.

2. Develop, implement, and report on surveys from the Town's visitors. Survey results helped determine future marketing strategies and prove the effectiveness of past efforts.

3. Converted the Town's tourism-centered website discoverlbts.com to Wordpress.

4. Over the past three years, we have secured:

- ✓ 75 Earned Media Placements
- ✓ \$77,824 (AVE: Advertising Value Equivalency)
- ✓ 873,991 Coverage Views
- ✓ 15,264 Social Shares of that Media Coverage

Most notably, media coverage has been secured in Matadore's Top 25 Beach Towns in America listing and in the Boston Globe Sunday travel section. Then in 2020, NBC featured the Town in a three-part environmental series highlighting the Town's eco-friendly aspects. The three-part series had a calculated publicity value of \$55,000.

5. Successfully manage an annual digital media budget of \$40,000

6. Established a content calendar system for the Town's Facebook and Instagram profiles. In the past three years, the digital marketing efforts have helped garner:

- ✓ 8.1 Million Impressions
- ✓ 10,747 New Facebook and Instagram Followers in Key Target Markets
- ✓ 64,589 Clicks to Web from Social Media
- ✓ 170,740 Video Views


TAB 6: Required Forms



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THIS PROPOSAL SUBMITTED BY:

| |
|--|
| COMPANY: Conceptual Communications LLC |
| ADDRESS: 525 NW 1st Avenue |
| CITY & STATE: Fort Lauderdale, Florida |
| ZIP CODE: 33301 |
| TELEPHONE: 954-732-0754 |
| DATE OF RFP: Due November 16, 2021 |
| FACSIMILE NUMBER: n/a |
| E-MAIL ADDRESS: lmenekou@conceptualpr.com |
| FEDERAL ID NUMBER: 46-1355996 |
| NAME & TITLE PRINTED: Laurie Menekou, Owner |
| 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.

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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 |
| |
| |
| |
| |
| |
| |

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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, Laurie Menekou, Owner
Name of Authorized Officer per Sunbiz Title

of Conceptual Communications 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]
Signature of Authorized Officer per Sunbiz

Laurie Menekou
Print Name of Authorized Officer per Sunbiz

City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
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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: Laurie Menekou

Title: Owner

Signed and Sealed 11 day of November, 2021

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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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- ☐ 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, Laurie Menekou Owner
Name of authorized Officer per Sunbiz Title

of Conceptual Communications 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.

[Signature] Laurie Menekou
Signature Print Name

STATE OF Connecticut
COUNTY OF Hartford

SWORN TO AND SUBSCRIBED BEFORE ME THIS 12th DAY OF
November, 2021 BY Alec Steinfeldt

TO ME PERSONALLY KNOWN OR PRODUCED IDENTIFICATION:

CT drivers license
(type of ID)

[Signature]
Signature of Notary
Alec Steinfeldt
Print Name of Notary Public

02/28/2026
Commission expires

Alec Steinfeldt
Notary Public, State of Connecticut
My Commission Expires 02/28/2026

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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.

Conceptual Communications 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.



Signature of person/Firm

11/11/21

Date

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DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087

Hereby certified that Conceptual Communications 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: 11/11/21 | | FIRM'S SIGNATURE:  |
|----------------|--|---|

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ANTI-KICKBACK AFFIDAVIT

STATE OF Connecticut)
COUNTY OF Hartford) 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

Laurie Menekou
Print Name of Authorized Officer per Sunbiz

Owner
Title of Authorized Officer per Sunbiz

Sworn and subscribed before me this 12th day of November, 2021.
Alec Steinfeldt
NOTARY PUBLIC
Connecticut AS
State of Florida at Large

Alec Steinfeldt
Notary Public, State of Connecticut
My Commission Expires 02/23/2026

My Commission Expires: 02/28/2026

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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, Laurie Menekou, Owner
Name of authorized Officer per Sunbiz and/or legal documentation Title

of Conceptual Communications
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

Owner

Title

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SCRUTINIZED COMPANIES

The undersigned vendor in accordance with Florida Statute § 287.135

Hereby certify that Conceptual Communications
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

REFERENCE FORM:

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): Conceptual Communications |
| PROJECT NAME: Comprehensive Marketing and Public Relations Services |
| NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Conceptual Communications |
| WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC Advertising, Branding, Content Creation, Crisis Management, Graphic Design, Marketing, Marketing Plan Creation, Market Research, Photography, Public Relations, Social Media, Reporting, Video Development, Website Maintenance |

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

CONCEPTUAL COMMUNICATIONS, SOCIAL MEDIA STRATEGY, PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES

| | | | |
|----------------------------|------------------------|------------------------|-------------------------|
| Name of reference: | Pamela Landi | Phone: | 954-390-2103 |
| Title of reference: | Assistant City Manager | E-mail Address: | plandi@wiltonmanors.com |
| Company/Employer: | City of Wilton Manors | | |

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?

We don't have an in-house communications director as PIO, the team at Conceptual Communications has been our "communications department" since 2013.

They provide a comprehensive array of services including:
Advertising, Branding, Content Creation, Crisis Management, Graphic Design, Marketing,
Marketing Plan Creation, Market Research, Photography, Public Relations, Social Media, Reporting,
Video Development, Website Maintenance

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?

We are a small team here at the city and our staff wears many hats. Conceptual Communications is an integral part of our team. They devote the necessary time required to help us meet our needs and deadlines. We have worked with Laurie and her team for the past seven years and have always had the personnel to complete our needs.

3. How long was the awarded Contract for?

Our initial agreement was from 2013-2016. Conceptual Communications was awarded the RFP in 2016 with an initial three year term, that included two, two year extensions. We just exercised our final two year extension that will last through Aug 2023.

| |
|---|
| <p>4. Provide detail information about the competence, level of professionalism, accessibility, and responsiveness of the Firm's personnel supervising and performing services.</p> |
| <p>The Conceptual Communications team is very professional, accessible, and responsive. In addition to marketing Wilton Manors, they also provide crisis communications services and we are extremely pleased with their ability to help us quickly respond to media in a manner that is in the best interest of our City.</p> |
| <p>5. Provide detail information about the Firm's response time, as required by your Agreement. Where there ever any issues and why?</p> |
| <p>Never any issues. They always meet our deadlines and have a very fast response time.</p> |
| <p>6. Provide detail information about the Firm's success at minimizing any issues, quality of work, reporting capabilities and customer service with entities' staff.</p> |
| <p>The quality of work is second to none. The Conceptual Communications team developed our brand and helps us personify it in the work we do. I receive a report every month that tracks our progress and reach and I am very satisfied with the customer service they provide to our other contractors, businesses and entities.</p> |
| <p>7. Provide your level of satisfaction with the Firm's success at keeping you updated and informed, particularly when special needs or problems arise?</p> |
| <p>Very satisfied. If something is urgent Laurie or a member of her team addresses it almost immediately and then we work together to find a solution.</p> |

CONCEPTUAL COMMUNICATIONS, SOCIAL MEDIA
STRATEGIES, PUBLIC RELATIONS
AND GRAPHIC DESIGN SERVICES

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

We are very satisfied with the overall work. The past couple of years have brought on new, unexpected challenges, and I am grateful for the work the Conceptual Communications team has done to help us navigate those challenges.

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

In recent years we have had a more persistent shift toward promoting our economic development opportunities and the Conceptual Communications team has really helped us in that area. They developed and launched investwiltonmanors.com, with the help of our economic development manager, to offer developers and business owners the information they need. The team also helps us with special projects such as event promotions and working closely with our police dept. to help shed light on their initiatives and service within the community.

ADDITIONAL COMMENTS:

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SIGNATURE: Patricia Landu Date: 11/12/21

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

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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): Conceptual Communications |
| PROJECT NAME: Three Year Strategic Marketing Plan Development and Implementation |
| NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Conceptual Communications |
| WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC Developed and implemented the Town's three-year strategic marketing plan. Services include: Paid Advertising Management, Blogging, Branding, Strategy & Development, Email Marketing, Managing Partner Accounts with TripAdvisor, Visit Florida and the CVB, Public Relations, Social Media, Reporting on all digital media and partnerships, Website Updates |

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| | | | |
|----------------------------|-------------------------------|------------------------|-----------------------------------|
| Name of reference: | Debbie Hime | Phone: | 954-640-4205 |
| Title of reference: | Special Projects Manager | E-mail Address: | debbieh@lauderdalebythesea-fl.gov |
| Company/Employer: | Town of Lauderdale-By-The-Sea | | |

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?

Developed and implemented the Town's three-year strategic marketing plan. Services include: Paid Advertising Management, Blogging, Branding, Strategy & Development, Email Marketing, Managing Partner Accounts with TripAdvisor, Visit Florida and the CVB, Public Relations, Social Media, Reporting on all digital media and partnerships, Website Updates

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?

Yes, the Conceptual Communications team is very hands-on and has gone above and beyond at times to ensure we meet last minute deadlines.

3. How long was the awarded Contract for?

They were awarded an initial six month contract to develop the strategic marketing plan, then awarded a subsequent three-year contract to implement the plan. We just approved a new three-year contract with Conceptual Communications that will allow them to develop an annual work plan and implement that plan.

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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.

We are very satisfied with the competence, level of professionalism, accessibility, and responsiveness of the Conceptual Communications team. They provide a lot of support to our small town and we are proud that they are part of our team. No email goes unread and no phone call goes unreturned.

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

Their response time is excellent, we have never had any issues.

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

The Conceptual Communications team has had direct access to some of our business owners, hoteliers, restaurant owners, visitors, and staff they always exuberate high quality customer service. Their work is very tailored to our brand and we appreciate their reporting capabilities. They provide very detailed reports on a monthly basis and provide updates to our town commission and town manager as needed.

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

They are excellent in this area. They provide a weekly wrap up email and we have a standing call weekly to discuss projects and deadlines.

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

We are very satisfied with the work Conceptual Communications does for us. We just awarded them a new three-year contract to continue their work with us.

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

No one could have planned COVID-19. Much of the work they do for us is promoting our Town as a tourist destination. They were very successful at bringing our promotional efforts into the digital-age and as a result were very successful with quickly pivoting those efforts during COVID-19 to support our local shops and restaurants.

ADDITIONAL COMMENTS:

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SIGNATURE: Debbie Hime Date: 11/12/21



RFP # FY 2021-2022-CRA001
MARKETING, SOCIAL MEDIA, BRANDING PUBLIC RELATIONS
AND GRAPHIC DESIGN SERVICES

Please ensure you check the City's website for the latest addendum released for this RFP/project. Below find the link to the City's website: www.cohb.org/solicitations.

Proposing firms must provide this Addendum # 1 form signed by an authorized officer of the firm to acknowledge receipt of Addendum # 1 with your Firm's proposal.

QUESTION 1. When was the last time you conducted market research?

ANSWER # 1.

MARKET RESEARCH WAS CONDUCTED FOR THE PREPARATION OF OUR LAST SITE VISITATION KITS IN 2019 PRE-PANDEMIC. THIS ENCOMPASSED THE COLLECTION AND PRESENTATION ON GENERAL ECONOMIC DATA ABOUT THE CITY AND ITS DEMOGRAPHICS. MARKET RESEARCH WAS ALSO CONDUCTED IN 2017 – 2018 FROM THE COMMUNITY ABOUT THE FOOD, FASHION, ARTS AND DESIGN DISTRICT (FFADD) TO GUAGE WHAT TYPE OF HISTORICAL & CULTURAL REPRESENTATIONS/SYMBOLISM SHOULD BE EXPRESSED IN FUTURE DEVELOPMENT.

QUESTION 2. When was the last time you conducted a survey and who did it go out to?

ANSWER # 2.

A SURVEY WAS CONDUCTED IN AUGUST AND IT WAS SENT OUT TO ALL RESTAURANTS PARTICIPANTS FOR OUR SOUTH BEACH FOOD AND WINE FESTIVAL.

QUESTION 3. What is CRA's marketing budget for the three-year contract?

ANSWER # 3.

THE MARKETING BUDGET IS 80K PER FISCAL YEAR

QUESTION 4. What content management system is your website built on?

ANSWER # 4.

THE SYSTEM IS WORDPRESS.

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

ADDENDUM #1

QUESTION 5. How often is the website being maintained today?

ANSWER # 5.

THE WEBSITE IS A MICROSITE – THE DOMAIN IS EXCLUSIVELY THAT OF THE HALLANDALE BEACH CRA (HBCRA) (ALTHOUGH THERE IS EXTERNAL CONNECTIVITY TO THE CITY’S MUNICIPAL WEBSITE. THE HBCRA’S WEBSITE IS WAS BUILT IN “WORDPRESS” AND IS MAINTAINED BY AN EXTERNAL PROVIDER. UPDATES GENERALLY SEVERAL TIMES A MONTH; HOWEVER, UPDATES FLUCTUATE WITH PROGRAMS AND CAMPAIGNS. FOR EXAMPLE, IN OCTOBER, THE WEBSITE WAS UPDATED ALMOST DAILY BECAUSE OF A LOCAL MARKETING CAMPAIGN THE HBCRA CREATED FOR OUR RESTAURANT SHOWCASE.

QUESTION 6. What website development work will you need from us? What is the estimated amount of hours per month?

ANSWER # 6.

IF WE ARE TO RETAIN “WORDPRESS” AS THE CURRENT ARCHITECTURE FOR OUR WEBSITE, WE WILL NEED A MARKETING COMPANY TO BE ABLE TO MAKE SMALL EDITS AND UPDATES TO EXISTING PAGES ON A REGULAR BASIS (AT LEAST TWICE MONTHLY); HOWEVER, WE WILL BE LOOKING FOR A COMPANY TO ALSO DO LIGHT GRAPHICAL DESIGN (IN ILLUSTRATOR OR OTHER SOFTWARE); THE OCCASSIONAL CREATION/REMOVAL OF BUTTONS AND OTHER NAVIGATIONAL AND CONTENT COMPONENTS; THE EDITING AND INSERTION OF PHOTOS, VIDEO, AND AUDIO FILES; AND WE WOULD LIKE TO KEEP BETTER TRACK OF MONITORING WEB PERFORMANCE VIA GOOGLE ANALYTICS TO SEE WHO IS COMING TO OUR SITE AND WHEN. HOURS PER MONTH CAN RANGE FROM 8 – 24 DEPENDING UPON OUR ACTIVITIES.

QUESTION 7. How many hours do you foresee that we will be needing to provide content, maintenance, design and development of the current website?

ANSWER # 7.

FOR MAINTENANCE ONLY, WE ESTIMATE 8 – 16 HOURS PER MONTH. HOWEVER, FOR SPECIAL PROJECTS THIS COULD EXCEED 24.

QUESTION 8. How many visitors does your website get per month to date?

ANSWER # 8.

THE ANSWER IS LIKELY IN THE HUNDREDS. FOR SPECIAL CAMPAIGNS AND PROMOTIONS (E.G., ‘HALLANDALE EATS RESTAURANT SHOWCASE) THESE NUMBERS COULD BE IN THE LOW THOUSANDS WITH EFFECTIVE SOCIAL MEDIA MARKETING.

QUESTION 9. How many social media platforms would you like us to manage and post on your behalf?

ANSWER # 9.

WE WOULD LIKE YOU TO MANAGE THE FIVE PRIMARY SOCIAL MEDIA PLATFORMS OF FACEBOOK, LINKEDIN, INSTAGRAM, YOUTUBE, AND TWITTER.

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ADDENDUM #1

QUESTION 10. Would the agency be open to increasing social media platforms of the CRA such as Youtube, Pinterest, etc.?

ANSWER # 10.

YES. WE CAN MAKE MUCH BETTER USE OF YOUTUBE BY POSTING MORE INFORMAL, VIDEO CLIPS AND PUBLIC AWARENESS MESSAGING. PINTEREST WILL NEED TO BE REVIEWED BY THE CITY FOR APPROVAL; HOWEVER, IT COULD BE VERY EFFECTIVE FOR SOME OF OUR CONSUMER CAMPAIGNS SUCH AS RESTAURANTS, HEALTH INDUSTRIES, AND OTHER RETAIL CAMPAIGNS DESIGNED TO DRIVE COMMERCIAL ACTIVITY.

QUESTION 11. Will you provide us with some images and videos to post on social media or do you expect us to source original content as well?

ANSWER # 11.

YES, OUR STAFF IS CONSTANTLY OUT IN THE FIELD. WE HAVE ALREADY ARCHIVED MANY PICTURES OF THE CITY, CITY EVENTS, PROJECTS (COMPLETED AND IN THE MAKING), LOCAL BUSINESSES, PERSONALITIES, AND GEOGRAPHICAL AND INFRASTRUCTURAL FEATURES OF THE CITY. WE WOULD LIKE TO ENCOURAGE OUR STAFF TO TAKE MORE PHOTOS AND VIDEOS FOR SOCIAL MEDIA AND TO CONTINUE TO BUILD AND IMPROVE OUR ARCHIVES. THERE MAY BE OCCASIONS WHERE WE WILL NEED PROFESSIONAL QUALITY VIDEO AND PHOTOS AND USE OF DRONES TO CAPTURE AERIAL VISUALS.

QUESTION 12. Do you expect us to also answer inquiries or questions on each platform?

ANSWER # 12.

AS INFORMATION THE HBCRA IS THE AUTHORITY TO ANSWER INQUIRIES AND QUESTIONS ON ALL SOCIAL MEDIA PLATFORMS (UNLESS DETAILS FOR THINGS SUCH AS THE TIMING, LOCATION, OR GENERAL INQUIRIES ABOUT EVENTS WHERE THE HBCRA CAN PREPARE A SIMPLE Q&A FOR YOUR COMPANY). WE ARE PLANNING TO HIRE A PIO WHO WILL ACT AS THE KEY INTERMEDIARY FOR SOCIAL MEDIA AND OUR MARKETING FIRM. IDEALLY, WE WOULD LIKE TO PUT INTO PLACE A SIMPLE, BUT EFFICIENT SYSTEM WHERE ALL SOCIAL MEDIA INQUIRIES AND OUTWARD MESSAGING QUICKLY AND SYSTEMATICALLY GOES BETWEEN OUR MARKETING COMPANY AND THE HBCRA ON A DAILY BASIS.

QUESTION 13. How many inquiries do you get per day or per week?

ANSWER # 13.

THE ANSWER TO THIS QUESTION IS DETERMINED BY THE PRESENCE OF EVENTS. UNDER NORMAL CIRCUMSTANCES THERE MIGHT ONLY BE SEVERAL INQUIRIES PER DAY/PER WEEK. HOWEVER, DURING SPECIAL EVENTS, SUCH INQUIRIES COULD BE IN THE DOZENS OR POTENTIALLY HUNDREDS. AS I NOTED IN QUESTION 12, WE CAN MITIGATE THIS PROCESS BY PREPARING Q&A SHEETS FOR YOU TO STREAMLINE SOME INQUIRIES TO AND FROM.

RFP # FY 2021-2022-CRA001
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ADDENDUM #1

QUESTION 14. Year over year, how much did you grow in social media followers per platform?

ANSWER # 14.

[N/A]

DO NOT HAVE THE SPECIFIC NUMBERS TO THIS BUT OUR PRESENCE HAS GROWN WITH THESE PLATFORMS.

QUESTION 15. How does CRA currently or previously allocate(d) budget across media channels & at what percentage?

ANSWER # 15.

THE HBCRA MUST ADHERE TO A TRANSPARENT AND ACCOUNTABLE BUDGETARY PROCESS. THE PERCENTAGE IS DETERMINED BY THE SCOPE OF WORK AND WHAT IS NEEDED.

QUESTION 16. How do you measure success per each media channel?

ANSWER # 16.

WE TAKE VERY SERIOUSLY THE PERFORMANCE OF OUR MEDIA CHANNELS, AND WE AIM TO IMPROVE OUR METRICS FOR THE FUTURE. FOR THE TIME BEING, WE EMPLOY BOTH QUANTITATIVE AND QUALITATIVE APPROACHES. FOR SOCIAL MEDIA, WE ARE ONLY EQUIPPED TO MEASURE DASHBOARDS THAT ARE ON THE FRONT-END (E.G. # OF 'LIKES', CLICK-THRUS, COMMENTS, ETC.). WE WOULD LIKE TO BECOME MORE PROFICIENT AT THIS. FOR WEB-BASED PERFORMANCE, WE WOULD LIKE TO MAKE BETTER USE OF GOOGLE ANALYTICS (OR COMPARABLE PLATFORM) TO MEASURE # OF UNIQUE VISITORS, PAGE VIEWS, BOUNCE RATE, AND AVERAGE TIMES ON THE SITE. WE WOULD ALSO BENEFIT FROM ANY OTHER DEMOGRAPHICS THAT CAN BE PROVIDED WITHOUT SIGNIFICANT EXPENSE, ESPECIALLY FOR SPECIFIC CAMPAIGNS. FOR ADVERTISING, WE DO NOT CURRENTLY MEASURE THE NUMBER OF RESPONSES BY MEDIA (TYPE) OR COUPON CODES. THIS WOULD BE MORE INSTRUCTIVE IN HELPING US BUILD BETTER CAMPAIGNS FOR THE FUTURE. WE ARE NOT EQUIPPED TO TRACK MAILINGS AND E-MAIL CAMPAIGNS.

QUESTION 17. Do you currently have a contract with any media vendors?

ANSWER # 17.

NO

QUESTION 18. What print collateral do you currently have out today?

ANSWER # 18.

WE HAVE MATERIALS FOR SITE VISITATIONS THAT CONSIST OF ONE-PAGERS, A FOLDER, AND OTHER DOCUMENTS WHICH ARE MODULAR IN NATURE. THEY CAN BE MIXED AND MATCHED FOR DIFFERENT TYPES OF INFORMATIONAL PURPOSES. SOMETIMES, WE ONLY NEED SOME OF THESE MATERIALS. IT IS FAIR TO SAY THAT MANY SUCH COMPONENTS HAVE SMALL RUNS (100 – 500 COPIES) AND WE CAN PRINT THEM IN-HOUSE AS WE GO. OFTEN, ALL WE NEED IS THE MARKETING COMPANY TO DESIGN A PDF THAT WE CAN PRINT HERE.

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ADDENDUM #1

QUESTION 19. What creative assets do you currently have?

ANSWER # 19.

WE HAVE A STRONG CONTENT DEVELOPMENT COMPONENT IN-HOUSE AS OUR STAFF IS VERY PROFICIENT AT DRAFTING THE TECHNICAL INFORMATION ABOUT OUR PROGRAMS. THE SAME CAN BE SAID REGARDING OTHER INFORMATION FOR WEB AND SOCIAL MEDIA. WE ARE PLANNING TO HIRE A FULL-TIME MARKETING PROFESSIONAL TO PRODUCE CONTENT, MANAGE SOME ASPECTS OF MEDIA, AND COORDINATE WITH A FIRM ON A REGULAR BASIS. THE HBCRA OWNS ALL OF ITS WEB DOMAINS AND CAN, IF REQUIRED, PURCHASE LICENSES FOR CERTAIN GRAPHICAL OR MULTIMEDIA SOFTWARE PRODUCTS SO LONG AS WE HAVE AN IN-HOUSE STAFFER TO USE IT.

QUESTION 20. Last year or in the past, how much did you spend on social media advertising per month to drive more reach and awareness?

ANSWER # 20.

THE AMOUNT VARIES PER PROJECT.

QUESTION 21. Would CRA consider implementing a social media advertising strategy to reach more audiences and increase awareness?

ANSWER # 21.

THE HBCRA WOULD CONSIDER IMPLEMENTING A SOCIAL MEDIA STRATEGY; HOWEVER, OUR GOALS FOR PUBLIC AWARENESS NEED TO BE MORE THOROUGHLY FLESHED OUT. ONE OF OUR MAIN OBJECTIVE'S IS TO REACH SMALL BUSINESSES AND INDIVIDUAL RESIDENTS, MANY OF WHOM ARE NOT EASY TO REACH THROUGH THESE MEANS.

QUESTION 22. Who was managing social media in the past and posting consecutively?

ANSWER # 22.

WE HAD OUR OWN MARKETING FIRM AND STAFF WILL DO POSTS AS WELL

QUESTION 23. How many posts do you create per week per social media channel?

ANSWER # 23.

AGAIN, THIS DEPENDS ON WHETHER OR NOT WE HAVE A PROMOTION OR SPECIAL EVENT. IF SO, IT COULD BE MULTIPLE TIMES PER DAY. IF NOT, IT COULD BE ONCE OR TWICE A WEEK.

QUESTION 24. In social media, what is success or the goal to achieve for the year (provide metrics)?

ANSWER # 24.

WE WOULD LIKE TO ACHIEVE SEVERAL OBJECTIVES: 1) BUILD CLEARER AUDIENCE SEGMENTS; 2) PROVIDE MORE EFFECTIVE OUTREACH (WE HAVE 2,400 + BUSINESSES: IF WE COULD ENGAGE 250 – 450 (10 – 15%) ON A REGULAR BASIS THIS WOULD BE EXCELLENT IN HELPING US IDENTIFY “ANCHOR” BUSINESSES. IN TERMS OF

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ADDENDUM #1

OUR WEBSITE, QUANTITY IS NOT THE ISSUE (THERE IS ONLY SO MUCH A SINGLE CITY CAN GROW TO REGARDING AUDIENCE). WHAT WE SEEK IS ENGAGEMENT: MORE USERS COMING TO OUR SOCIAL MEDIA PLATFORMS TO ACCESS INFORMATION, PROVIDE FEEDBACK, AND COMMUNICATE WITH ONE ANOTHER. WE ALSO HOPE TO CREATE MORE SURVEYS USING THESE PLATFORMS TO GAUGE INTEREST IN NEW PROGRAMS.

QUESTION 25. How many hours per week or month will you need graphic design and content development help on?

ANSWER # 25.

FOR A WEBSITE/COLLATERAL MATERIALS WE DO NOT NEED TOO MUCH GRAPHICAL DESIGN. MOST OF THE GRAPHIC DESIGN WORK REQUIRES VEHICLES THAT ARE RE-USED (E.G. OUR COMMERCIAL PROGRAMS WEB PAGE). I WOULD ESTIMATE 5 – 10 HOURS PER MONTH.

QUESTION 26. How often do you change traditional creative campaigns?

ANSWER # 26.

WE HAVE 4 – 5 CITYWIDE CAMPAIGNS PER YEAR THAT PRIMARILY REVOLVE AROUND SPECIAL EVENTS AND FESTIVALS. THESE REQUIRE NEW BRANDING AND GRAPHICAL APPROACHES EVERY YEAR.

QUESTION 27. How many campaigns along with logos is CRA planning for or would like to implement?

ANSWER # 27.

WE HAVE AN OVERARCHING “BE LOCAL” BRAND WHICH IS SUB-BRANDED FOR SEVERAL SPECIAL EVENTS EACH YEAR (E.G. BE LOCAL FOR DINING/COUSINE, BE LOCAL FOR HEALTH, BEAUTY, AND WELLNESS, ETC.).

QUESTION 28. For the various marketing strategies, is there an amount per audience the agency would like to implement (residents, business, and visitors)?

ANSWER # 28.

WE WOULD LIKE TO ATTRACT MORE TOURISTS AND VISITORS FROM SOUTH FLORIDA AT LARGE; BUT WE DO NOT KNOW OF ANY TRULY COST-EFFICIENT MARKETING VEHICLES FOR REACHING THEM. IN ORDER: BUSINESS, RESIDENTS, AND THEN VISITORS IS THE PRIORITY.

QUESTION 29. From the three audiences, residents, business, and visitors, what is the order of priority for attracting and retaining each?

ANSWER # 29.

IN ORDER: BUSINESS, RESIDENTS, AND THEN VISITORS IS THE PRIORITY. THE BUSINESS COMPONENT IS REALLY CRITICAL TO THE OTHER TWO.

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ADDENDUM #1

QUESTION 30. How many press releases does the agency previously or currently send?

ANSWER # 30.

THE HBCRA ISSUES SEVERAL PRESS RELEASES PER MONTH.

QUESTION 31. How many press releases are expected per year? (Minimum and maximum)

ANSWER # 31.

IT IS CONCEIVABLE THAT IF THE HBCRA RAMPS UP ITS MEDIA PRESENCE, THERE COULD BE ANYWHERE FROM 15-30 PRESS RELEASES PER YEAR.

QUESTION 32. For email blasts, how many emails are expected per month? Per year?

ANSWER # 32.

THERE ARE LIKELY ABOUT 1 – 2 E-MAIL BLASTS PER MONTH.

QUESTION 33. As outlined in the scope of work, does the agency expect a minimum of 1 blog per month or year?

ANSWER # 33.

THE HBCRA IS INTERESTED IN INCREASING ITS PRESENCE ON SOCIAL MEDIA BY HAVING SOME OF ITS STAFF WRITE ARTICLES (E.G. LINKEDIN ARTICLES) AS OPPOSED TO BLOGS. WE BELIEVE THAT DEMONSTRATION OF SOME THOUGHT LEADERSHIP AND HIGHLIGHTING OUR PROGRAMS TO EXEMPLIFY SUCH CONCEPTS COULD HELP US IMPROVE VISIBILITY IN THE MUNICIPAL AND STATE COMMUNITY, AMONG PROFESSIONAL ASSOCIATIONS, UNIVERSITIES AND OTHER INSTITUTIONS, AS WELL AS NEWS MEDIA.

QUESTION 34. What type of reporting do you expect from the agency? (weekly, monthly, etc.)

ANSWER # 34.

WE WOULD PREFER MONTHLY REPORTS THAT COULD ENCOMPASS QUANTITATIVE METRICS AS WELL AS UPDATES ON SOCIAL MEDIA ACTIVITIES AND PERFORMANCE. IN ADDITION, PROMPT BILLING AND BUDGET USAGE REPORTS ARE CRITICAL FOR OUR FINANCIAL REPORTING AND ANALYSES. THE REPORT SHOULD ALSO PROVIDE SOME PROFESSIONAL COMMENTARY ON WHAT HAS AND HAS NOT BEEN SUCCESSFUL AND AREAS WE CAN IMPROVE UPON.

QUESTION 35. What other digital channels are you currently utilizing today to increase the organization's awareness?

ANSWER # 35.

MAIN CHANNELS ARE THE INTERNET (WEBSITE); FACEBOOK, LINKEDIN, TWITTER, AND INSTAGRAM.

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ADDENDUM #1

QUESTION 36. Are you currently creating content or advertising in any other languages?

ANSWER # 36.

YES, SOME OF OUR MORE FORMAL MATERIALS (E.G. PROGRAM DESCRIPTIONS, INSTRUCTIONS, AND INFORMATION GATHERING) MUST BE PRODUCED IN ENGLISH AND SPANISH.

QUESTION 37. Is there a numeral goal of business acquisitions in the community the CRA is aiming to achieve?

ANSWER # 37.

FOR THE HBCRA, BUSINESS ACQUISITION IS SECONDARY TO WORKING WITH AND BUILDING UP EXISTING BUSINESSES IN THE COMMUNITY. CERTAINLY, WE SEEK TO ATTRACT NEW ENTREPRENEURS, INVESTORS, AND FRANCHISES INTO OUR CITY; BUT MUCH OF OUR WORK IN REDEVELOPMENT IS FOCUSED ON HELPING TO SUSTAIN AND IMPROVE THE VIABILITY OF EXISTING BUSINESSES. THE HBCRA HAS TARGET MARKETS: HOSPITALITY (HOTELS); MEDICAL PROFESSIONS, AND RESTAURANTS/ENTERTAINMENT. WE AIM TO ATTRACT THESE BUSINESSES THROUGH THE ACQUISITION OF NEW PROPERTIES AND REDEVELOPMENT OF EXISTING LAND.

QUESTION 38. Is there a specific spokesperson within the organization who tends to speak to media outlets? (voice of the organization).

ANSWER # 38.

THE PRIMARY SPOKESPERSON OF THE ORGANIZATION IS THE EXECUTIVE DIRECTOR OF HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, DR. JEREMY EARLE. IN SOME CASES, OTHER EXECUTIVE TEAM MEMBERS MAY BE AVAILABLE FOR QUOTES.

QUESTION 39. Are there dedicated budgets identified for each discipline requested? If not, what is the overall budget, if not individual budgets for each area?

ANSWER # 39.

THE OVERALL MARKETING BUDGET IS SEPARATED INTO DISCIPLINES AS THERE ARE DIFFERENT TYPES OF MARKETING FUNCTIONS FOR THE HBCRA. FOR EXAMPLE, WE MAY ELECT TO WORK WITH A SPECIFIC MARKETING COMPANY FOR ONE TYPE OF EVENT (E.G. A LARGE OUTDOOR FESTIVAL). IN SUCH CASES, THIS WOULD BE A SEPARATE MARKETING BUDGET.

QUESTION 40. Is there a total budget for this 3-year contract? And per year? If no, can we assume the budget will increase year after year?

ANSWER # 40.

THE BUDGET CAN BE PROJECTED BASED UPON NORMAL CONDITIONS.

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PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES

ADDENDUM #1

QUESTION 41. Is there a budget for this 3-year contract?

ANSWER # 41. REFER TO ANSWER # 40.

QUESTION 42. Will the subject of each of the 4 monthly Email Newsletters be provided by the CRA team?

ANSWER # 42.

SOME CONTENT WILL BE PROVIDED HOWEVER, THE CONSULTANT WILL ALSO NEED TO ASSIST WITH THE DEVELOPMENT OF CONTENT AS WELL. THERE MAY BE INSTANCES WHERE A VERY GENERIC NEWS TOPIC WHICH MAY NOT REQUIRE ANY TECHNICAL OR POLICY GUIDANCE CAN BE PREPARED BY THE MARKETING FIRM.

QUESTION 43. For the requested print collateral, is the budget meant to cover the production costs?

ANSWER # 43.

NO

QUESTION 44. Can you elaborate on why "printing" is an hourly rate?

ANSWER # 44.

TODAY, PRINTING HAS EVOLVED TO BE DIFFERENT FROM ITS TRADITIONAL INPUTS. INDEED, SET-UP COSTS FOR MOST RUNS DO NOT REQUIRE CONSIDERABLE MECHANICAL EFFORTS OR TIME IN LABOR. WITH COMPUTERS, MANY PRINT RUNS ARE NEAR INSTANTANEOUS. BY INCLUDING AN HOURLY RATE, THE HBCRA IS BETTER ABLE TO ESTIMATE THE EFFECACY OF SUCH PRINT RUNS. AS A RESULT, WE HAVE BROUGHT MANY IN-HOUSE DUE TO OVERCHARGES IN THE PAST.

QUESTION 45. Has the City of Hallandale CRA worked with an agency in the past? If so, which one?

ANSWER # 45.

THE CITY OF HALLANDALE BEACH HAS WORKED WITH MANY AGENCIES IN THE PAST. OUR PROCESSES HAVE EVOLVED AS A RESULT, AND IN ACCORDANCE WITH CHANGING TECHNOLOGY (E.G. DESKTOP PUBLISHING SOFTWARE). OUR CURRENT FIRM, THE MOSAIC GROUP, IS ONE OF SEVERAL SUCH PARTNERS.

QUESTION 46. Does the City of Hallandale CRA have a point person for this work such as a Director of Communications?

ANSWER # 46.

CURRENTLY, THE POINT-PERSON IS THE DEPUTY DIRECTOR OF THE HBCRA. THE HBCRA IS PLANNING TO HIRE A MARKETING MANAGER WHO WILL SERVE AS THE COORDINATOR, PLANNER, AND CONTENT STRATEGIST TO WORK WITH SUCH A FIRM.

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ADDENDUM #1

MARKETING, SOCIAL MEDIA, BRANDING

PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES

QUESTION 47. Regarding services related to Website, will this involve creating a website from scratch or maintenance?

ANSWER # 47.

THE WEB WORK IS MOSTLY JUST MAINTENANCE AND SOME LIGHT ADDITIONS/INCLUSIONS (ALL OF WHICH CAN BE DONE IN WORDPRESS) AS WE HAVE NO PLANS TO REDEVELOP OUR CURRENT WEBSITE OR ARCHITECTURE THIS COMING YEAR.

QUESTION 48. Does the overall Marketing budget need to include projected media buying as well? (page 4)

ANSWER # 48.

YES IT CAN INCLUDE THAT.

QUESTION 49. Typically production is billed in half day (0-4 hours) or full (4-8 hours) NOT one hour of coverage. This would be for setup, breakdown and travel usually. Before submitting we wanted to check on how to best price this out hourly.

ANSWER # 49.

THE REQUEST FOR HOURLY BREAKDOWNS REFLECTS THE NEED TO PROVIDE AS MUCH TRANSPARENCY AND ACCOUNTABILITY POSSIBLE FOR OUR FINANCIAL REPORTING PROCESSES. TODAY, WITH THE MAJORITY OF WORK BEING DIGITAL IN NATURE, WE BELIEVE AN HOURLY RATE MORE ACCURATELY REFLECTS MANY OF THE SMALLER TASKS THAT COMPRISE PROJECTS SUCH AS SOCIAL MEDIA POSTINGS, WEB EDITS, TELEPHONE DISCUSSIONS, CONTENT REDRAFTS, ETC.

QUESTION 50. Has this scope of work been covered by a previous agency or done internally at the city of Hallandale?

ANSWER # 50.

A VAST MAJORITY OF THE WORK HAS BEEN UNDERTAKEN BY EXTERNAL FIRM(S) AND CONSULTANTS AS THE HBCRA DOES NOT HAVE AN INTERNAL MARKETING DEPARTMENT.

QUESTION 51. Is there an incumbent agency? If so, could you provide the name of the agency?

ANSWER # 51.

THE INCUMBENT AGENCY IS THE MOSAIC GROUP.

QUESTION 52. Under the Minimum Qualifications Requirement, please clarify if the 2 performed projects of similar nature must be from a public entity or do private entities also qualify?

ANSWER # 52.

PUBLIC OR PRIVATE ENTITIES OF SIMILAR SIZE, SCOPE AND COMPLEXITY OR GREATER, TO THE RFP AND SPECIFICATIONS.

RFP # FY 2021-2022-CRA001
MARKETING, SOCIAL MEDIA, BRANDING
PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES

ADDENDUM #1

QUESTION 53. Since the bid can be awarded to multiple companies, for the Errors and Omissions Insurance - which sections (scope of work) would be REQUIRED to have the Errors and Omissions Insurance or are all sections and all companies required to carry this COI to be in place for the duration of the contract?

ANSWER # 53.

REFER TO PAGE 12 AND 63 OF THE RFP FOR INSURANCE REQUIREMENTS.

QUESTION 54. Does the scope of work (projects) need to be referenced from another municipality or can it be a private business that similar scope of work has been completed and or ongoing?

ANSWER # 54.

REFER TO ANSWER 52

QUESTION 55. On Page 60 of the RFP under 2.1 would you please clarify what this sentence is referring to: "Without limiting the foregoing, the term of this Agreement shall commence on the Effective Date and terminate one hundred eighty (180) days thereafter." Is this the contract term?

ANSWER # 55.

THE TERM OF THE CONTRACT WILL BE FOR THREE (3) YEARS. THE CONTRACT TERM ON PAGE 14 OF THE RFP HEREBY REPLACES THE TERM ON PAGE 60 OF THE RFP REFERRING TO ONE HUNDRED EIGHTY 180 DAYS.

QUESTION 56. Whether companies from Outside USA can apply for this? (like, from India or Canada)

ANSWER # 56.

YES.

QUESTION 57. Whether we need to come over there for meetings?

ANSWER # 57.

IT IS UP TO THE PROPOSER TO ESTABLISH AND ILLUSTRATE IF THEY CAN FULFILL THE NEEDS IDENTIFIED IN THE REQUEST FOR PROPOSAL FROM THEIR LOCATION OF OPERATION OR LOCATION OF EMPLOYEES.

QUESTION 58. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

ANSWER # 58.

IT IS UP TO THE PROPOSER TO ESTABLISH AND ILLUSTRATE IF THEY CAN FULFILL THE NEEDS IDENTIFIED IN THE REQUEST FOR PROPOSAL FROM THEIR LOCATION OF OPERATION OR LOCATION OF EMPLOYEES.



TAB 6: Required Forms

RFP # FY 2021-2022-CRA001

ADDENDUM #1

MARKETING, SOCIAL MEDIA, BRANDING

PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES

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 | Conceptual Communications |
| Name of person signing below | Laurie Menekou |
| Title | Owner |
| Signature | <i>Laurie Menekou</i> |
| Date | November 11, 2021 |

Sincerely,

Andrea Lues

Andrea Lues, Director, Procurement Department

TAB 7: Qualifications and Experience



Organization Overview



Laurie Menekou
Principal



Aimee Adler
Public Relations
Manager



Carolyn Karp
Creative Director



Hayley Zagacki
Digital Media
Manger



Vivianna Jugo
Translation
Services



David Roth
Photographer/
Videographer



Barry Pavel
Web Developer

The staff members listed above will be assigned to the work associated with this RFP. Your Conceptual Communications team has been providing cities, agencies, nonprofits, and companies with marketing and public relations consulting services for the past 11 years.

TAB 7: Qualifications and Experience

Here is an overview of other clients we serve in the public sector:

| Scope of Services | City of Wilton Manors (2013-Present) | South Florida Education Center (SFEC) (2013-2019) | Broward League of Cities (2019-Present) | Town of Lauderdale-By-The-Sea (2017-Present) | City of Parkland (2018-Present) | City of Delray Beach (2021-Present) | Cooper City (2020-2021) | Downtown Fort Lauderdale TMA (2013-2019) |
|---|---|--|--|---|------------------------------------|--|----------------------------|---|
| Developing and Implementing Communications Plans | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Graphic Design Services and Coordination of all Promotional Materials | ✓ | ✓ | ✓ | N/A | ✓ | ✓ | ✓ | ✓ |
| Promote New Initiatives and Programs | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email Marketing Campaigns & Newsletters | ✓ | N/A | N/A | ✓ | ✓ | N/A | ✓ | ✓ |
| Website Development/Updates | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Public Relations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Blogging and Copyediting | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Crisis Management | ✓ | ✓ | ✓ | N/A | ✓ | ✓ | ✓ | ✓ |
| Photography/Videography | ✓ | ✓ | ✓ | N/A | ✓ | ✓ | ✓ | ✓ |

What Services Do We Offer?

Branding and Graphic Design Services

Content Strategy and Creation

Community Outreach

Crisis Communications

Email Marketing

Geo Fence, Google, Social Media Ad Campaigns

Influencer Campaigns

**Integrated Marketing &
Communication Plan Development**

Market Research (Focus Groups, Surveys)

Presentations to Stakeholders

Public Relations and Media Management

Social Media Management

Videography

Web Development and Management



TAB 7: Qualifications and Experience

Our Experience in Providing Graphic Design and Creative Services to Governmental Agencies is Second to None

Our experience is diverse. The Conceptual Communications team produces original creative elements and artwork for clients in the private, public and nonprofit sectors. We work to ensure each graphic is tailored for the target audience we are trying to reach, fresh, and consistent with each brand. The Conceptual Communications team provides graphic design services to create social media, web, and email marketing graphics as well as flyers, brochures, and other print materials on a daily basis.

Check Out Some of Our Work

City of Stamford Connecticut's Health Department | COVID-19 Flyers

THE CDC AND FDA RECOMMEND THE PFIZER COVID-19 VACCINE FOR KIDS AGES 5 TO 11


HERE'S WHY

- While COVID-19 tends to be milder in children compared with adults, COVID-19 can make children very sick and cause hospitalization.
- So, scientists conducted clinical trials with about 3,000 children and the FDA determined that the Pfizer COVID-19 vaccine met safety standards for kids ages 5+.
- The benefits of getting a COVID-19 vaccine outweigh the known and potential risks of getting sick with COVID-19.
- Together, we can help slow the spread of COVID-19 in school, on the ball field, and at home.
- COVID-19 vaccines in kids ages 5 to 11 are being monitored with the most comprehensive and intense safety monitoring program in U.S. history.

WHAT YOU NEED TO KNOW

- Children ages 5 through 11 receive one-third of the adult dose.
- Your child will need a second shot three weeks after their first shot.
- Smaller needles, designed specifically for children, are used.
- COVID-19 vaccine dosage does not vary by patient weight but by age.
- Your child may get a COVID-19 vaccine and other vaccines, including a flu vaccine, at the same time.

MORE INFORMATION:
(203) 276-7300
<https://bit.ly/stamfordclinics>



PROTECT YOUR BABY AND YOURSELF #TAKETHESHOT

If you are pregnant, planning to get pregnant, or breastfeeding, the CDC, the American College of Obstetricians and Gynecologists, and the Society for Maternal and Fetal Medicine recommend you get a COVID-19 vaccine.

TOP 4 REASONS TO GET A COVID-19 VACCINE

- Immunity from COVID-19 can be passed to the baby through breast milk, but no parts of the vaccine are passed to the baby.
- The vaccine technology is proven to be safe and effective.
- Pregnant women are at an increased risk for severe COVID-19.
- There is currently no evidence that the COVID-19 vaccine will stop you from getting pregnant.

Questions about the COVID-19 vaccine?
The CDC recommends calling MotherToBaby at 1-866-626-6847.

LOOKING FOR A FREE COVID-19 VACCINE IN STAMFORD?
Visit <https://bit.ly/stamfordclinics> or call (203) 276-7300.




SCAN FOR FREE COVID-19 VACCINE SITES




City of Wilton Manors | Bike Manors Campaign




Downtown Fort Lauderdale TMA | Sun Trolley




Wave 'n' Ride!
GUIDED TOUR
3rd Saturday of Every Month: 10 a.m. - Noon







TROLLEY CHARTERS
Perfect for Weddings & Parties!
Call 954-TROLLEY for Booking Information



WATER TROLLEY
FREE 7-Day Service | 8 Stops



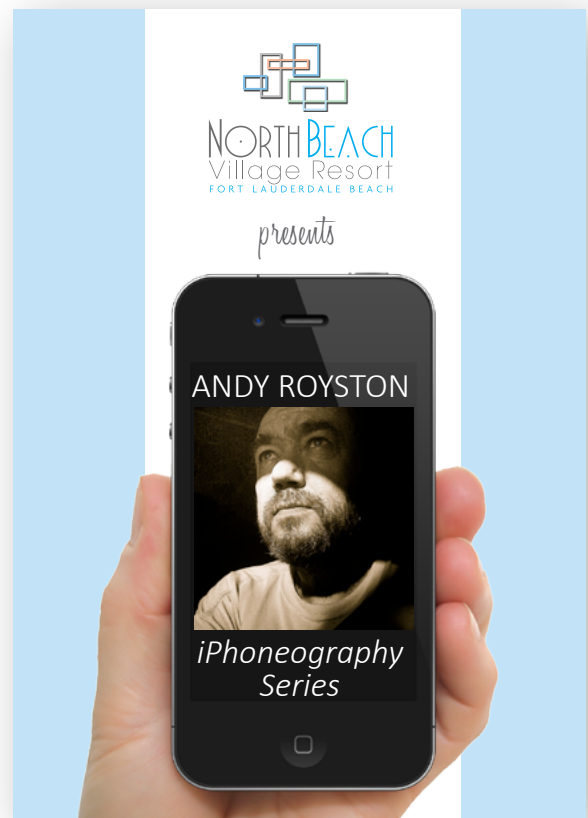
sunrolley.com | 954-TROLLEY
Follow Us On    



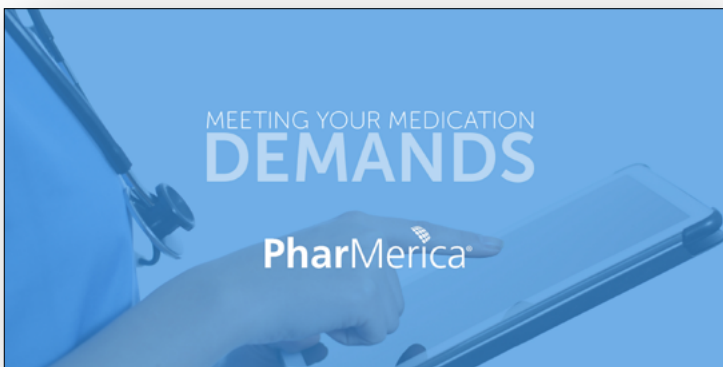
Habitat for Humanity of Broward | Social Media



North Beach Village Resort | Advertisement



PharMerica, a Fortune 500 company | Social Media



We're Your Broward Based Team

Conceptual Communications was born in Broward County. Our staff is here, we live work and play here. We are not only familiar with the CRA district but also the surrounding South Florida communities. Maintaining a pulse on local elections, redevelopment efforts, and trends in tourism certainly contributes to our success. By working with agencies, such as the Broward League of Cities, our team maintains relationships with all 31 cities, the County, local businesses, and key thought leaders in the community. We look forward to leveraging our community relations experience to support the CRA's ongoing economic development efforts.

What unique circumstances set us apart from other firms?

Laurie Menekou, the owner of Conceptual Communications, worked in-house at a Broward County city for eight years and is formally trained as a PIO- this makes Conceptual Communications unique in comparison to other firms. Her in-house experience has led to a well trained team that is dedicated to serving clients in the public sector. The turnkey systems that the Conceptual Communications team brings to the table allows them to seamlessly integrate into the agencies they serve. Every client has seen positive results and never at the sake of sacrificing transparency.

We Are Your Go-To Partner for Crisis Management

Our community was forever changed in the wake of the tragedy that took place at Marjory Stoneman Douglas High School on February 14, 2018. While many felt helpless, the Conceptual Communications team had the privilege of working alongside City of Parkland staff and providing crisis communication services. Our team was honored to have been selected through the City's RFQ process and is still honored to be able to provide strategic public relations services aimed at continuing to strengthen the City's brand with each passing day.

City of Wilton Manors

Since 2013, the Conceptual Communications team has provided comprehensive communications consulting services, including crisis communication, to the City of Wilton Manors. From crafting the City's response following the Pulse Nightclub shooting that occurred just days before the City's major Stonewall Pride Parade and Festival that attracts 40,000+ LGBT+ supporters from all over the world, to handling both national, regional, and local media requests following public safety incidents, and mitigating the effects of viral videos, the Conceptual Communications team is well trained and poised to manage the CRA's crisis communications needs.



Staff Resumes

Laurie Menekou, M.S. Mass Communications

(954) 732-0754 • Lmenekou@conceptualpr.com • www.prbroward.com

SELECT ACHIEVEMENTS

- Owner and President of Conceptual Communications providing marketing and public relations services to clients in the non-profit, private and public sectors
 - Conceptual Communications was named the *2018 Agency of the Year* by the Public Relations Society of America - Greater Fort Lauderdale Chapter
 - Conceptual Communications has served as the agency of record for the City of Wilton Manors, the City of Parkland, and the Broward League of Cities
 - More than 15 years of progressive experience in all aspects of communications and public relations including creative brand development, planned media strategies, and implementation of external and internal communications tactics
 - Honored as Leadership Broward's prestigious "Broward County's Lady of Leadership, 2010"
 - Selected for the coveted 2008 Group Study Exchange by Rotary International, 2008; a sponsored six week professional and cultural ambassadorial program throughout Argentina, presenting to and engaging local business & civic leaders
-

PROFESSIONAL EXPERIENCE

Founder and President of Conceptual Communications 2010–Present (Fort Lauderdale, FL)

- Delivers integrated and creative communications and public relations solutions to clients in the non-profit, private and public sectors through strategic planning, market-based research, public engagement and implementation based on the organization's resources, goals and mission.
- Assists various public sector clients and expanding enterprises with brand development including messaging, logo design, website development and market positioning.
- Some of the Firm's clients include the City of Wilton Manors, the City of Parkland, the City of Oakland Park, the Town of Lauderdale-By-The-Sea and the Broward League of Cities

Public Information Officer, City of Weston 2004-2012 (Weston, FL)

- Conduct and manage all external and internal communications efforts with residents, business owners, visitors, city staff, community organizations, the county and state officials.
- Serve as community liaison for schools and organizations to promote civic education through public speaking engagements, public awareness campaigns and facilitating "Weston University," a nine-month, hands-on civic educational program for area high school students.
- Executed the 'Weston Always On' branding campaign, including the launch of a redesigned website, web-based newsletter and successful integration of social media.
- Manage all city public announcements and serve as the on-air voice for the government recorded access announcements.

Additional Positions Held:

- Assistant City Clerk (2005-2007) - Composed the City Commission agendas for monthly and special meetings in coordination with all city departments, including Engineering, Planning & Zoning, Code Enforcement, Police, Fire, I.T., Public Works, Finance, Communications and City Attorney.
- Assistant to the City Clerk (2004-2005) - Developed model and processes to track public records inventory to comply with state statute.

CIVIC LEADERSHIP

- (2017-Present) Board of Directors, Broward Public Library Foundation
- (2016-Present) Chair of the Branding Committee, Greater Ft. Lauderdale Chamber of Commerce
- (2013-Present) Chair of the "Literary Feast Luncheon" Broward County Library Foundation
- (2010-Present) Board Member, Center for Independent Living of Broward County
- (2016-2019) Board of Directors, Greater Ft. Lauderdale Chamber of Commerce
- (2014) Chair of the Broward Center for the Performing Arts' Ghost Light Society
- (2012) Chair of the Hostess Committee, 2012 "Literary Feast Lunch," Broward County Library Foundation
- (2009-2011) Public Relations Chair, Emerge Broward



TAB 7: Qualifications and Experience

EDUCATION

- **Master of Science**, Florida International University
Concentration: Integrated Communications, Advertising and Public Relations
- **Bachelor of Business Administration**, Florida Atlantic University
Concentration: International Business

AFFILIATIONS/MEMBERSHIPS

- PRSA (Public Relations Society of America)
- Class XXVIII Alumni, Leadership Broward Foundation
- Rotary International

Aimee Adler, PR Manager

(954) 732-0754 • aimee@conceptualpr.com • www.prbroward.com

I am a fifteen-year veteran in the public relations and marketing industries. My skills and experience positively impact the cities, nonprofits and businesses I work with

EMPLOYMENT HISTORY

Public Relations Manager

Conceptual Communications – Ft. Lauderdale, FL

- Distribute press materials for client initiatives.
- On-site media manager for client events, festivals and conferences.
- Cultivate relationships with media across the country for multiple clients.
- Lead teams through grass roots initiatives
- Work closely with PR and Marketing contracts in New York and Florida
- Fulfill a range of projects and tactical campaigns for clients in multiple industries

Managing Partner

MAD PR – Ft. Lauderdale, FL

- Produce sales and marketing campaigns for growing PR, Marketing agency.
- Network and cultivate new business opportunities.
- Create strategic and unique PR strategies and events for clients in hospitality, lifestyle and consumer product industries through large scale media partnerships with local and national media outlets and lead influencers to increase exposure for client initiatives.
- Recruit and lead multiple teams in areas of copy editing, graphic design and event activations. Train all brand ambassadors for various grass-roots campaigns.
- Maintain marketing and travel budgets for event brand ambassadors during events and publicity stunts on client's behalf.
- Analyze monthly reports with media measurements and report results to each client.
- Maintain high level client relations.
- Foster community partnerships for agency and clients.

Freelance, Director of PR, Vice President of PR

KIP HUNTER MARKETING – Ft. Lauderdale, FL

- Lead Public Relations program and develop marketing initiatives for business growth
- Created specific targeted strategies for clients in a variety of industries including: arts/entertainment, travel, luxury, health, non-profit, and government organizations
- Responsible for building relationships with community partners and planning strategic community relations plans.
- Coordinated events incorporating C-level executives, celebrities, local notables and elected officials.
- Oversaw PR team to meet goals, develop media and marketing materials for client initiatives.
- Responsible for the planning of press conferences and publicity stunts to build advocacy and awareness to the public on important issues.

Communications & Marketing Executive

D S SIMON PRODUCTIONS – New York City, NY

- Produced and booked national media interviews for client Internet/Satellite Media Tours
- Editor of high traffic industry video website/blog
- Created marketing collateral and PowerPoint's for sales department
- Scheduled potential leads for sales meetings and briefings
- Developed social media plan to promote company news and initiatives using digital marketing platforms
- Responsible for building new business partnerships and contracts with vendors and clients to increase D S Simon sales

July 2008 – February 2009; Account Executive

RUBENSTEIN COMMUNICATIONS INC. – New York City, NY

- Responsible for national media initiatives and communications for BMW North America with a team of 20 publicists
- Communicate media advisories, press releases and calendar listings strategically to media outlets for national sponsorships and charity events
- Work with top tier media and coordinated media week for high end golf championship

Freelance PR Consultant

TERRI NEIL PUBLIC RELATIONS AND MARKETING, INC. – Lake Worth, FL

- Write, edit and distribute press releases and pitches to regional media and track results for clients
- Plan and publicize events, concerts, festivals, galas and build awareness for non-profit organizations through promotions, e-mail and grass roots marketing
- Develop the online and social media publicity initiatives for client events

Marketing/Sales Coordinator

TEKGROUP INTERNATIONAL INC. – Ft. Lauderdale, FL

- Coordinate and implement the marketing initiatives for the company through public relations, events, and exhibit booths at regional and national conventions
- Coordinate marketing logistics for conventions and trade shows
- Led weekly webinars to potential clients and interested business partners
- Participate in local and national trade industry organizations to promote and build sales

EDUCATION

Florida Atlantic University, 2003-2005 Boca Raton, Florida - BA degree in Communications 12/2005

REFERENCES AVAILABLE UPON REQUEST

Hayley Zagacki, Digital Media Manager

(954) 732-0754 • Hayley@conceptualpr.com • www.prbroward.com

WORK EXPERIENCE

Digital Media Manager, Conceptual Communications – Wilton Manors, FL
December 2019 - Present

- Works with various clients in the public, private and nonprofit sectors to implement the digital media components of their integrated marketing plans
- Manages all digital media efforts including social media, website updates and email marketing campaigns
- Oversees paid digital campaigns and analyzes their effectiveness
- Compiles all campaign performance data and reports including surveys, public outreach, email marketing, social media, and website analytics

Client Services Manager, The Herman Agency — Ft. Lauderdale, FL
April 2017 – November 2019

- Execute monthly marketing initiatives for all clients inclusive of print collateral, media production, social, CRM database marketing, and launching third- party vendors, while maintaining a ~ \$1M cumulative budget
- Guarantee all marketing campaigns are in compliance with OEM-mandated guidelines for over 30 different automotive brands including luxury, foreign, and domestic
- Oversee the monthly planning, strategy, and execution of organic and paid social media marketing campaigns with a budget totaling >\$15,000
- Rebranded multiple multi-million-dollar companies, including design of new websites, print collateral, email and social marketing, and media pitching

Communications Assistant, The Orange Bowl Committee — *Miami Lakes, FL*
July 2016 – January 2017

- Collaborated with ESPN, Fox Sports, and other national and regional media outlets for optimal coverage of the Capital One Orange Bowl

- Co-hosted and reported for *Inside The Orange Bowl* on Fox Sports Florida
- Developed timelines, budgets, volunteer staffing schedules, logistics, and print collateral for Orange Bowl Basketball Classic, Cheer Championships, High School Football Showcase, and Family Fun and Fit Day

Communications Specialist, The University of Miami — *Coral Gables, FL*
January 2017 - April 2017

- Created campus-wide campaign for 2017 Week of Wellness, including copywriting, overseeing design work, and distribution
- Managed "LifeattheU" Facebook, Instagram, Twitter, and YouTube pages
- Trained in website design and web page development

COMMUNITY ENGAGEMENT

- Public Relations Chair, Emerge Broward

EDUCATION

University of Florida, Gainesville — *Bachelor of Science in Communications*
August 2012 - May 2016
Graduated Summa Cum Laude; Minor in Business Administration

Courses and Certifications:

- Facebook BluePrint Training
- How To Grow Your Instagram Training
- Hootsuite Certified

Carolyn Karp, Creative Director

(954) 732-0754 • Carolyn@conceptualpr.com • www.prbroward.com

Work Experience

Creative Director, Conceptual Communications – January 2021-Present

- Responsible for developing creative strategies and concepts for dozens of clients
- Creates custom design elements for all platforms including websites, social media, print, and promotional materials
- Assists with implementing aspects of all marketing and public relations plans including video editing

Director of Marketing, Mobile HealthCare – New Jersey, September 2019-January 2021

- Create unique, engaging, and shareable content for social media and marketing campaigns
- Skillfully use social media and digital tools to research, discover and distribute content
- Provide regular reporting on campaign metrics, trends analysis, and recommendations for improvement
- Develop and execute marketing strategy, branding initiatives, new product introductions,
- and other marketing projects to help create and maintain client relationships

Carolyn Karp Designs, January 2015-August 2019

- Work with clients from conception to completion of desired projects
- Direct and design integrated brand campaigns for clients on local and national levels
- Experience in graphic arts, marketing, branding, print design, and typography
- Clients include: Tru Whole Care, NJ | Mobile Healthcare, Park Slope Volunteer Ambulance Corp, England's Day NYC, Spearfishing Barbados, Brooklyn Ride, Captain's Knock, Wild Jachyras

Art Director, Newmark Knight Frank - New York, NY, January 2012-December 2014

- Mentor other designers to improve their design skills and conform to company standards

- Collaborate with printing companies to assure that projects meet corporate standards and quality goals
- Schedule incoming projects to adhere with deadlines
- Manage the company email marketing system while training and mentoring the 200 users

Senior Graphic Designer, January 2010– January 2012

- Adhere to corporate branding guidelines while developing new solutions to collateral materials
- Coordinate with the marketing group to create exclusive marketing materials
- Support brokers in creating customized presentations for their clients

Graphic Designer, July 2006 - January 2012

- Design property advertisements, signage, and websites
- Present design concepts to the marketing director for final approval
- Manage projects from initiation to final print

Skills

- | | |
|---------------|-----------------|
| • Adobe | • Word |
| • Acrobat | • Entourage |
| • Bridge | • Excel |
| • Dreamweaver | • Lync |
| • Illustrator | • Outlook |
| • InDesign | • PowerPoint |
| • Lightroom | • Publisher |
| • Photoshop | • Quark Express |
| • MICROSOFT | |
| • | |

Education

- Bachelor of Arts in Graphic Design, May 2006 Keene State College, Keene, NH
- Study Abroad Program Lorenzo di Medici Institute of Art, Florence, Italy (Spring 2005)

Barry Pavel, Web Master

(954) 732-0754 • www.prbroward.com

22 years of professional experience in advertising with top South Florida advertising agencies.

Excellent skills with Adobe products used in the creation of traditional print and modern web-based advertising.

Website design and development using HTML5, CSS, XML, JavaScript, and ActionScript for modern responsive mobile ready websites.

13 years of experience as a WordPress designer and consultant. Skilled in SEO strategies utilizing Google Analytics.

EXPERIENCE

2017- PRESENT

WEB MASTER / DESIGNER, CONCEPTUAL COMMUNICATIONS

Design, develop and maintain custom WordPress websites. Manage and maintain over a dozen client websites. Implement SEO practices to websites and Google Analytics accounts.

feb 2005 - 2017

WEB MASTER / DESIGNER, OMNI ADVERTISING

Design graphics for print and digital advertising to include ads for newspaper and magazines, digital banner ads, email campaigns, and websites. Manage and maintain over 20+ client websites. Implement SEO practices to websites and Google Analytics accounts. Technical liaison to Broward Schools clients.

NOV 2003 – JAN 2005, OCT 2000 – NOV 2002, JAN 1997 – JAN 1998

GRAPHIC DESIGNER, ZIMMERMAN & PARTNERS ADVERTISING

Produced a variety of materials for Automotive clients Mitsubishi Toyota, as well as local and regional automotive dealerships. Projects includes newspaper print ads, collateral materials for store locations, logos and corporate identity packages, signage, and brochures. Assisted in converting final ads to digital formats and processing them to newspaper companies. Created HTML templates and Flash based animations for use in dealership floor room Kiosks.

FEB 1998 – OCT 2000

ART DIRECTOR, MCGEE & STARR ADVERTISING

Produced a variety of materials for Automotive clients Honda and Toyota, as well as local and regional automotive dealerships. Projects includes newspaper print ads,



TAB 7: Qualifications and Experience

collateral materials for store locations, logos and corporate identity packages, signage, and brochures. Created HTML and Flash websites.

EDUCATION

MAY 1985

BFA THEATRE, FLORIDA ATLANTIC UNIVERSITY

MAY 1982

AA ART & GENERAL STUDIES, FLORIDA KEYS COMMUNITY COLLEGE

SKILLS

- Adobe Dreamweaver, Illustrator, Photoshop, InDesign
- HTML
- CSS
- PHP

david@conceptualpr.com

DAVID ROTH

PROFILE

With more than 15 years of experience in the field of advertising , publishing and promotions combined, David is a well-known photographer in South Florida and provides photography and video services to all of our Florida-based clients.

EXPERIENCE

SENIOR ACCOUNT EXECUTIVE, ADSERVICES

- Responsible for executing annual media plans for national and regional accounts
- Acted as a strategic marketing partner for more than a dozen clients
- Strong management skills in a high paced environment

EXECUTIVE EDITOR, LIFESTYLE MAGAZINES

- General manager of six monthly publications in the trt-county area
- Responsible for managing and maintaining a staff of writers and photographers
- Established, nurtured and retained relationships within the industry as well as the public
- Responsible for principal photography and graphic design elements
- Increased revenues through executing strategic sales and marketing initiatives
- Content creation for monthly articles

PROMOTIONS ASSISTANT, SPORTS RADIO 560 WQAM

- Responsible and proactive member of the promotional team
- Representative of Sports Radio 560 WQAM/Beasley Broadcast Group
- Public relations liaison between Sports Radio 560 WQAM and its listener-ship

EDUCATION

University of Central Florida, B.A. Interpersonal Communications
Adobe Creative Suite, Photoshop, and Illustrator

AWARDS AND HONORS

- Leukemia & Lymphoma Society 2008 Man of the Year Nominee
- Awarded the 2008 Young Rotarian of the Year by the Rotary Club of Fort Lauderdale
- Awarded 2003 Citizenship Sportsmanship Scholarship by Junior Golf Association Broward County

COMMUNITY INVOLVEMENT

- Rotary Club of Fort Lauderdale

TAB 8: Project Approach



Project Management Strategy and Performance Standards

For the past 11 years, the Conceptual Communications team has implemented strategic marketing and public relations plans for dozens of clients that have multiple layers of staff and oversight. Our clients really appreciate our organized flow of communications that keep the entire team on deadline and budget.

MONTHLY

Each month, for the duration of the contract, the Project Manager will have a standing monthly planning call with your designated point of contact to review progress and maintain the working pipeline.

WEEKLY

The Project Manager will send a “weekly wrap-up” email every Monday to ensure everyone stays on task, on budget, and on deadline. Weekly wrap emails typically consist of a working list of items with status reports.

MONTHLY REPORTING

The Conceptual Communications team will work from the approved plan of action. Monthly tasks will be tracked and updated at each monthly meeting. In addition, earned media coverage, web results, and digital media results will be tracked daily and reported on monthly.

ORGANIZATIONAL MANAGEMENT

Our transparent approach is portrayed via our detailed timesheet system. Each team member catalogues all billable time, down to the minute. This report is provided with every invoice. In addition, Conceptual Communications utilizes Teamwork, the industry-leading project management software. Companies such as Disney, Forbes, eBay and Microsoft also utilize Teamwork to internally manage tasks and deadlines

12 Month Timeline

PHASE 1 Months 1-2

- Review current brand standards guidelines
- Compile benchmark reports to gauge current performance metrics for web, social media and public relations efforts
- Distribute and report on stakeholder surveys/review past survey results
- Competitive analysis and market research
- Complete a SWOT Analysis

PHASE 2 Month 3

- Connect with key stakeholders to determine goals and objectives
- Develop marketing and branding plan
- Determine project timeline
- Establish image/video bank
- Create and test new logos and campaign elements

PHASE 3 Months 4-12

- Marketing and branding plan implementation
- Social media ad activation
- Report on successes
- Review performance and update the plan as needed

Approach to the Scope of Services

STEP 1: Marketing 360 Assessment

Prior to developing your marketing plan, Conceptual Communications leads all new clients through a Marketing 360 Assessment which may include some or all of the following action items:

- Review current brand standards guidelines
- Compile benchmark reports to gauge current performance metrics (web, social media, and public relations)
- Distribute and report on stakeholder surveys / review past survey responses
- Competitive analysis and market research
- Complete a SWOT Analysis
- Meet with key stakeholders to determine goals and objectives

STEP 2: Marketing Plan Development

Using the information gathered during the Marketing 360 Assessment, the Conceptual Communications team will create the strategic branding and marketing plan as outlined below. The strategic branding and marketing plan will act as our road map and essentially organize and embody all of the action items outlined in the Scope of Services. It will determine what tactics we use to accomplish the goals we determined during our assessment and it will identify how we will measure success.

SECTION 1

- Background and history
- Marketing Vision Statement
- Purpose

SECTION 2

- Marketing Summary
- Identify Target Audiences & Personas
- Determine USPs

SECTION 3

- Marketing Goals
- Identify and Assign Objectives and Tactics to Achieve Each Goal
- Benchmarks and Track Results

A. Public Relations Services

Securing media in local, regional, and national publications is our specialty- let us help you make it yours!

Town of Lauderdale-By-The Sea | Boston Globe Feature



PHOTOGRAPH BY CHRISTOPHER MUTHER FOR THE BOSTON GLOBE



LAUDERDALE-BY-THA-SEA, Fla. — This was either a bar in south Florida, or a man cave in Brooklyn. I was surrounded by Boston Red Sox and New England Patriots paraphernalia.

There was a Celtics game on TV. A woman sat beside me wearing a Grinch jersey and flip-flops and made Super Bowl predictions.

"What do you see, Muther?" she asked the bartender at the Village Pump, who I suspect had been down this end some many times before.

It looked and sounded as if I was in a Boston neighborhood bar. Only I wasn't. I was in this because it was December and there were palm fronds dancing in the 70-degree breeze. But Lauderdale-by-the-Sea might as well be called Boston-by-the-Sea because the small town adjacent to Fort Lauderdale is a favorite for Bostonians looking to escape their frigid winters.

Lauderdale-by-the-Sea was one of four towns I determined, through a very scientific formula, to be among and underappreciated east coast Florida treasures. I decided to visit them all during the span of a week. In the case of Lauderdale-by-the-Sea, it seemed as if I was the only Bostonian who wasn't aware of its charms. I went on a food tour with a group that included a woman from Quincy and another from Weymouth. At the

CHRISTOPHER MUTHER

Beachside Village Resort they threw pool parties to celebrate the Patriots and have bought a Cape and islands vice to the desert. The Village Pump has sponsored local trips to Miami where the Patriots play the Dolphins. If you're looking for a Florida escape, but you're afraid of getting a sunstroke, I think Lauderdale-by-the-Sea should rapidly ascend to the top of your vacation wish list. Before I get ahead of myself, let's have a look at the four under-the-radar Florida beach communities that are worth a visit this winter.

LAUDERDALE-BY-THA-SEA

Even if you're not looking for Boston-by-the-Sea, Lauderdale-by-the-Sea is a charmer. It's impossible not to be taken with the parade of newly food-parked Adirondack chairs and umbrellas that lead up to the town's fishing pier. The town no-

stricts building heights to four stories, so unlike nearby beaches in Florida, Lauderdale-by-the-Sea is not flanked by imposing towers. Instead, many of the older houses and downtown buildings were designed in the 1930s style (that's Miami mid-century), which, in the case of Lauderdale-by-the-Sea, is characterized by distinct concrete blocks

that look as if they're straight out of 1943 — likely because they are.

Sports memorabilia and architecture are all that and good. But what about the beach? It's lovely and none the length of the town. Its particularly popular with divers since there's a reef just 100 yards off shore. Reef-related art throughout town is as plentiful



The sun sets over the Ricketts Garden at the Kennedy Space Center in Cape Canaveral.

as Red Sox caps. There are a surprising number and variety of restaurants here for a town of this size. I wouldn't have expected good Jamaican cuisine, but I found it. I took a food tour through South Florida Food Tours, and I'm glad I did, only

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A lifeguard station on Hutchinson Island in Stuart.

A wall of murals in the Gas Gallery Arts District of Melbourne.

Marriott Traveler / National Blogger Stonewall Festival Coverage



Wilton Manors' LGBTQ scene is one of the most vibrant in the U.S. (Photo: Alamy)

San Francisco might be the country's most famous hub for LGBTQ arts, entertainment and lifestyle, but there's a tiny South Florida town on the outskirts of Fort Lauderdale with a scene so vibrant it'll make you forget all about the city by the bay: Wilton Manors.

Wilton Manors ranks second in the country for per capita LGBT population, and because of that, streets are lined with gay-owned businesses, nightlife is plentiful and the neighborhood of just more than 10,000 people has its own Pride parade. The progressive town even elected its first openly gay official in 1988, well before being out was in.

Instead of setting up shop along Ocean Drive in Fort Lauderdale, head just three miles north for the kind of fun you thought you'd only find in 'Frisco.

Florida Trend | Regional and Local Media Coverage Example

[Transportation]

Local Rail

Train-ing in Orlando

Work is proceeding on tracks and stations for central Florida's publicly funded \$615-million SunRail commuter train, which is expected to begin service May 1. SunRail is scheduled to run along a 32-mile line between DeBary in Volusia County north of Sanford and Sand Lake Road south of downtown Orlando. A second phase to build out the 61.5-mile route, extending to DeLand to the north and south to Poinciana in Osceola

County, is scheduled to open in 2016. Bombardier is providing 20 passenger cars (a \$41.7-million contract) and will operate and maintain the trains (a \$195-million contract).

The state projects 14,500 daily boardings by 2030. Base ticket rates will be \$2, plus \$1 for each county line

crossed with discounts for frequent riders, the elderly, disabled and kids. Investors and developers already are eyeing projects that could capitalize on proximity to stations. "We're seeing a lot of development around the station sites, or interest," says transportation department spokesman Steve Olson.



A Streetcar for Lauderdale

In July, Fort Lauderdale city commissioners agreed to tax downtown property owners to provide the last financing needed for construction of The Wave, a 2.7-mile, \$142.6-million downtown streetcar rail line. The first 1.4-mile downtown loop is scheduled

to open in 2016. Federal taxpayers will cover half the cost of the project, with a quarter coming from the state and a quarter from local sources, including those downtown owners. Passenger fares haven't been established by the county, which will own and operate The Wave.

Downtown property owners will help finance the 2.7-mile streetcar rail line. The city is providing \$10 million in cash and land.

Many riders are projected to come from Broward County's public bus terminal downtown, the courthouses and hospitals. Tourists, residents and office workers also are projected to use it, especially since they can connect to it from individual buildings and neighborhoods through Sun Trolley, a trolley-like bus that reaches the beach, neighborhoods, Tri-Rail, Las Olas Boulevard and the airport. Sun Trolley has increased ridership in the last two years and carries 40,000 to 48,000 passengers per month.

City of Wilton Manors | Vice Mayor Op-Ed

ANOTHER VIEWPOINT

Incremental change can help achieve equality for all

On Monday, June 15, the United States Supreme Court delivered a landmark victory for the LGBTQ+ community by declaring that gay and transgender workers are protected from employment discrimination under Title VII of 1964's Civil Rights Act. As a gay man and someone who has worked for decades to protect the rights of all people, it is hard to describe the deeply personal impact of this decision. Yet even as we celebrate this victory for LGBTQ+ rights, I am reminded of the ongoing march for justice in the Black community, and I am heartbroken over the inequalities they continue to face.

The Supreme Court's decision, along with the ongoing social movement surrounding racial injustice, has brought to the forefront an age-old question: How do we bring sustainable change to our society? The Black Lives Matters movement is a direct response not only to recent tragedies but to centuries of systemic racial injustice. Nearly 60 years after the very act cited in the recent Supreme Court decision was passed, we are still having the same conversations and Black lives are still being lost. After years of half-measures, how do we move forward?

In my years working for justice and equality, I have accomplished the most when working behind the scenes in moments of quiet partnership. I began at Broward College in the 1970s and 1980s by meeting with small groups of like-minded individuals and discussing the ways we could improve life for all people. The connections made here were crucial when, in the 1990s, Broward residents voted against adding LGBTQ+ rights to the ballot as part of the county's charter review. Leaning heavily on the relationships I had built, I worked with my friend Dean Trantalis, now mayor of Fort Lauderdale, and many others to rectify this. After five years of tireless effort and dedication, the Broward Commission voted to amend the Human Rights Ordinance to include sexual orientation in 1995.

Since those early days, I have worked with environmental groups, fellow public



BY TOM GREEN

servants and community members on myriad projects. We have fought to protect green spaces, we have navigated the AIDS crisis together and we have worked diligently to safeguard the rights of all residents regardless of race, sex, sexuality or gender expression. Each victory again represents years of persistence, partnership and relationship building.

Going back to the question of sustainable societal change, I find that we are at the same crossroads — do we act through swift revolution or the steady march of incremental progress? I have concluded that when we relegate societal change to such a strict binary, we miss the crucial

opportunity for joint-action and partnership. The voices of those who are peacefully exercising their right to assemble must be answered by those working behind the scenes to pass legislation for justice. It is steadfast collaborative work like this that has led to the recent Supreme Court victory for LGBTQ+ rights and will ultimately lead to true racial equality.

Ultimately, when I search for hope, I need not look further than my own backyard. Wilton Manors was not always the welcoming community it is today. The Island City's transformation began long before I joined the city commission 12 years ago, and it was a slow and arduous process. All that we

are today is the product of collaborative growth, and I am truly proud of what our commission and those who came before us have accomplished together. There is still important work to be done, and we cannot falter now.

Now is the time for my fellow residents and public servants to use the recent Supreme Court victory as an opportunity to expand human rights protections further. Through partnership, active listening and the humility that comes from owning our privilege and admitting that no one person has all of the answers, we can truly achieve what was long thought impossible — equal rights for all.

Tom Green is the vice mayor of Wilton Manors.

Yet even as we celebrate this victory for LGBTQ+ rights, I am reminded of the ongoing march for justice in the Black community, and I am heartbroken over the inequalities they continue to face.

Overview of Our Approach to Public Relations

The business of public relations is no longer as simple as emailing a media release to a dozen local, traditional print media contacts and hoping that they print your story. In today's ever-changing realm of communications and the way information is sliced, diced, shared and #hashtagged, the CRA needs to adopt a cutting-edge approach.

Prior to even pitching the media for feature articles, the Conceptual Communications team works with each and every client to ensure they are offering newsworthy information. Sometimes the initiative or program is newsworthy, but it just needs that little extra spark to prove to the media just how timely and special it is to their readers.

Within the first month, the Conceptual Communications team will work with you to develop a strategic public relations plan. A strategic and crisp public relations plan will accomplish the following:

Step 1: Identify the Goals

What goals has the CRA set out to achieve for the year ahead and how can public relations efforts support the achievement of those goals? This is the first, and most important, question in the process.

Step 2: Define Target Audiences

What key stakeholders do we want to reach? Identifying the target audiences will allow us to develop the tone, voice and content to excite the reader and entice them to act! It will also determine what types of media outlets we target.

Step 3: Develop PR Content Calendar and Overarching Story Themes

It is important to distribute media releases on a regular basis. A content calendar will allow for scheduling and tracking of distributions, as well as the identification and development of the reader's tone and persona. The Conceptual Communications team works alongside our clients to create overarching themes to promote each initiative. This perfected practice of packaging each initiative better ensures members of the media receive key messages in a clear and concise way.

Step 4: Brand Statements and Quotes

The CRA's brand will transcend through every public relations effort. The Conceptual Communications team will work with you to develop pre-approved branding statements, talking points and quotes that will be regularly reviewed and adjusted. This will ensure key messaging will be consistent in all outbound communications.

Step 5: PR Crisis Plan

During a crisis, anxiety levels heighten and emotions soar. A strategic public relations plan shall also include a crisis plan that will detail how the media will be communicated with during a crisis. This plan will ensure risks are minimized and all internal stakeholders remain aligned in their efforts.




An Organic Media Pitching Philosophy

Conceptual Communications has a 98% media placement rate due to its organic pitching philosophy. Media releases are not used to pitch the media as they are often times ignored. Instead, Conceptual Communications offers each and every media contact an organic pitch that is personalized, engaging and concise, leaving them wanting more.

From interviews and quotes, to providing media briefs and links to additional information, this personal contact ensures that deadlines are met and relationships are strengthened.

Conceptual Communications will look to expand the CRA's reach with earned media by implementing some or all of the following:




**Submit calendar
placement listings
to local media**



**Develop a
digital media kit**



**Draft and submit
media releases**



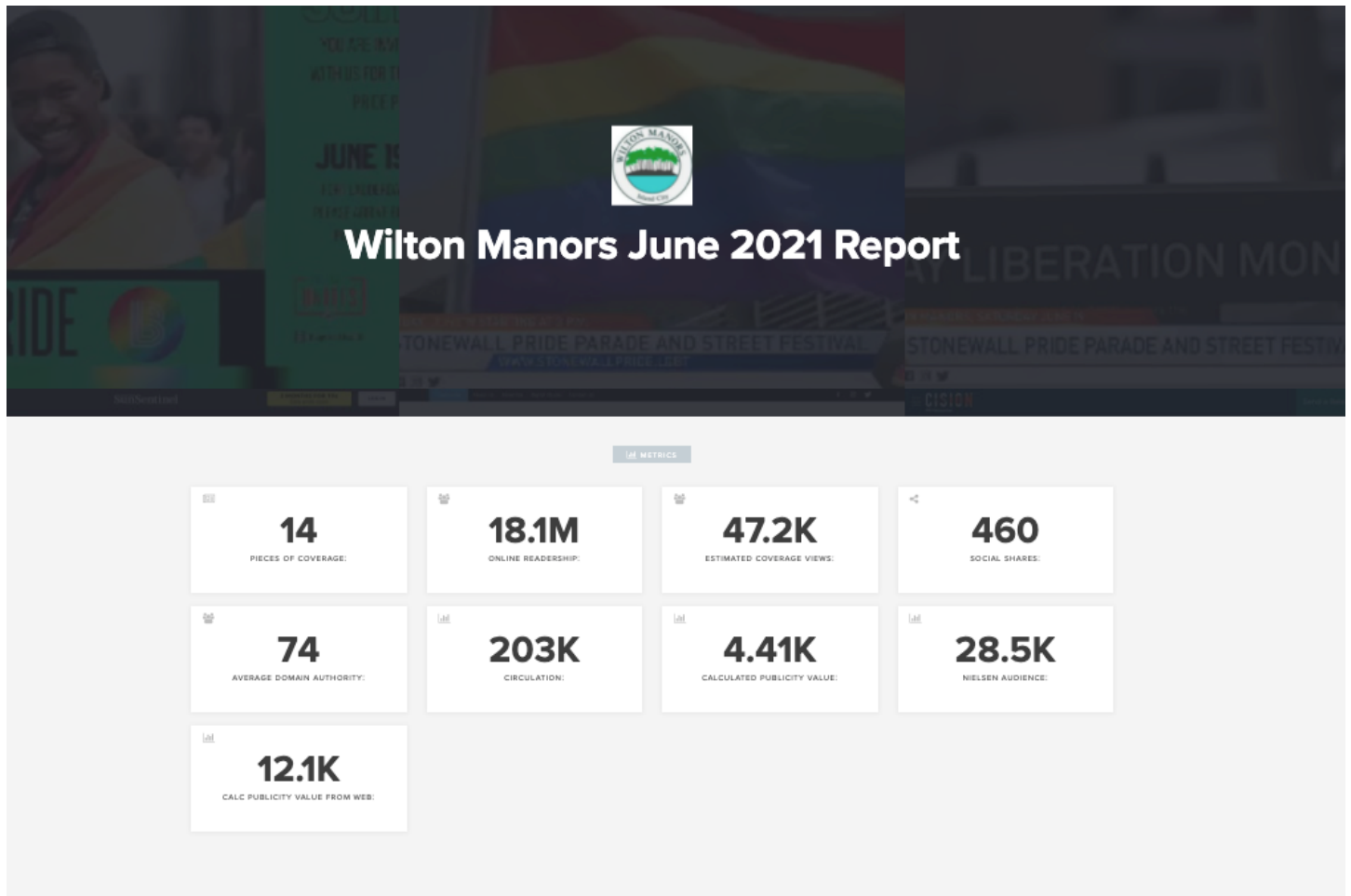
**Monthly review of
editorial calendars
(local and national)**

Media Release Distributions

All media releases written by the Conceptual Communications team will be submitted for review. Once approved, they will be distributed to select local, regional and national media contacts. Since traditional media is no longer the go-to destination for real-time information, Conceptual Communications utilizes the highest-rated digital news release distribution service in the world. By including backlinks and rich keywords, each release will be drafted to yield measurable results. Today, search engines are the first option for most information seekers and journalists who subscribe to RSS feeds that match their beats. From dramatically improving the CRA's search engine optimization (SEO) to creating hundreds of backlinks to your website, Conceptual Communications can leverage each media release to solicit thousands of additional web visits.

Reporting

One of the most important factors differentiating Conceptual Communications from other firms is our fearless approach to providing our clients with data. We have maintained a reputation of investing in the most cutting-edge software applications currently available. These investments equate to data-driven results for our clients. From calculating the number of articles, to the AVE (Advertising Value Equivalency) and number of social shares for both traditional and new media, we will use Coveragebook, one of the most robust PR reporting software programs currently available.



B. Social Media, Web Updates, Email Marketing and Blogging Services

Prior to sharing an overview of our approach, we wanted to provide an example of how effective our digital media strategies are, and the type of reporting we provide to our clients.

The Conceptual Communications team just concluded implementation of the Town of Lauderdale-By-The-Sea's three-year strategic marketing plan and an update was provided to the Town Commission. Here is an excerpt from that presentation to prove the effectiveness and reliability of our work:




THE RESULTS

Social Media Highlights

Discover Lauderdale By T...
Thu 11/7/2019 12:00 pm EST

#TBT when #Matador named #LBTS one of the 25 coolest towns in #America

The 25 coolest towns in America: 2018



| | |
|--------------------------|--------------|
| Total Engagements | 3,024 |
| Reactions | 2,237 |
| Comments | 281 |
| Shares | 401 |

8,101,530 Impressions
(Social, Google, Trip Advisor)


10,747 New Facebook and Instagram Followers

64,589 Clicks to Web from Social Media

170,740 Video Views

discoverlbts
Mon 9/6/2021 12:10 pm EDT

You know you're in Lauderdale-By-The-Sea once you start seeing all the awesome architecture that makes our town unique. 🏡



| | |
|--------------------------|------------|
| Total Engagements | 392 |
| Likes | 375 |
| Comments | 9 |
| Saves | 8 |



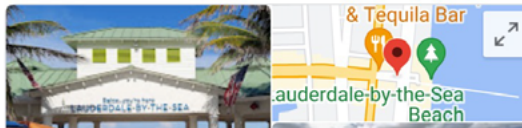
THE RESULTS

Digital Media Highlights

474,985
New Web Users

| Tourism Partner | Referral |
|------------------------|----------|
| GFLCVB | 139,652 |
| TripAdvisor | 68,334 |
| Visit Florida (web) | 1,757 |
| Visit Florida (emails) | 3,210 |

| FY 21 Google My Business | Total |
|--------------------------|-----------|
| Profile Views | 1,157,660 |
| Clicks to Web | 1,889 |
| Calls | 89 |
| Directions | 5,325 |



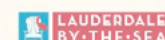
See photos See outside

Beach Pavilion@ Lauderdale-By-The-Sea

Website Directions Save Call

4.8 ★★★★★ 45 Google reviews

Historical landmark in Lauderdale-by-the-Sea, Florida



DIGITAL MARKETING ENABLES A QUICK PIVOT Local Support During COVID-19

- **RESTAURANTS ARE OPEN:**
231,897 impressions | 2,698 clicks to restaurant page
- **SHOPS ARE OPEN/SHOP ONLINE:**
176,209 impressions | 3,131 clicks to the shop page
- **SHOP LOCAL:**
72,027 impressions | 2,844 clicks to the shop page
- **HOTELS:**
32,972 impressions | 742 clicks to the hotels page
- **VISIT US (FL DRIVE MARKET):**
175,395 impressions | 817 clicks to the visit us page
- **TOTAL IMPRESSIONS: 688,500 | TOTAL CLICKS: 10,232 | TOTAL COST: \$8,018**



| Jun-19 | Visitors | Jun-20 | Visitors | Jun-21 | Visitors |
|--------------------------|----------|-------------------------|----------|--------------------------|----------|
| 1. Miami - FTL, FL | 4,275 | 1. Miami - FTL, FL | 5,371 | 1. Miami - FTL, FL | 4,115 |
| 2. Washington DC | 963 | 2. New York, NY | 746 | 2. Orlando - Daytona, FL | 2,668 |
| 3. New York, NY | 819 | 3. Boston | 541 | 3. Tampa - St. Pete, FL | 2,184 |
| 4. Tampa - St. Pete, FL | 371 | 4. West Palm Beach, FL | 374 | 4. New York, NY | 651 |
| 5. Boston, MA | 290 | 5. Tampa - St. Pete, FL | 352 | 5. Jacksonville, FL | 557 |
| 6. Orlando - Daytona, FL | 284 | 6. Chicago, IL | 305 | 6. Boston | 353 |
| 7. West Palm Beach, FL | 274 | 7. Orlando | 236 | 7. West Palm Beach, FL | 318 |
| 8. Detroit, MI | 261 | 8. Atlanta | 198 | 8. Ft. Myers-Naples, FL | 252 |
| 9. Chicago, IL | 228 | 9. Pittsburgh, PA | 197 | 9. Chicago, IL | 242 |
| 10. Atlanta | 217 | 10. Denver, CO | 191 | 10. Atlanta | 237 |

| Jul-19 | Visitors | Jul-20 | Visitors | Jul-21 | Visitors |
|--------------------------|----------|--------------------------|----------|--------------------------|----------|
| 1. Miami - FTL, FL | 6,168 | 1. Miami - FTL, FL | 4,676 | 1. Miami - FTL, FL | 7,913 |
| 2. New York, NY | 747 | 2. New York, NY | 664 | 2. Orlando - Daytona, FL | 4,202 |
| 3. Tampa - St. Pete, FL | 597 | 3. Boston, MA | 498 | 3. Tampa - St. Pete, FL | 2,406 |
| 4. West Palm Beach, FL | 355 | 4. Tampa - St. Pete, FL | 324 | 4. West Palm Beach, FL | 802 |
| 5. Orlando - Daytona, FL | 342 | 5. West Palm Beach, FL | 315 | 5. New York, NY | 766 |
| 6. Atlanta, GA | 271 | 6. Chicago, IL | 299 | 6. Jacksonville, FL | 665 |
| 7. Boston, MA | 264 | 7. Orlando - Daytona, FL | 261 | 7. Boston, MA | 365 |
| 8. Chicago, IL | 233 | 8. Detroit, MI | 168 | 8. Ft. Myers-Naples, FL | 356 |
| 9. Detroit | 199 | 9. Pittsburgh, PA | 152 | 9. Atlanta, GA | 301 |
| 10. Washington DC | 188 | 10. Philadelphia, PA | 149 | 10. Chicago, IL | 251 |

| 19-Aug | Visitors | Aug-20 | Visitors | Aug-21 | Visitors |
|-------------------------|----------|--------------------|----------|--------------------------|----------|
| 1. Miami - FTL, FL | 3,718 | 1. Miami - FTL, FL | 4,901 | 1. Miami - FTL, FL | 2,801 |
| 2. New York, NY | 1,005 | 2. New York, NY | 842 | 2. Orlando - Daytona, FL | 1,894 |
| 3. Tampa - St. Pete, FL | 961 | 3. Boston, MA | 485 | 3. Tampa - St. Pete, FL | 1,102 |
| 4. Ft. Myers - Naples | 459 | 4. Chicago | 365 | 4. New York, NY | 506 |
| 5. Boston, MA | 400 | 5. Tampa | 363 | 5. Jacksonville, FL | 443 |
| 6. Chicago, IL | 320 | 6. Orlando | 313 | 6. Boston | 307 |
| 7. Orlando | 316 | 7. West Palm | 288 | 7. West Palm | 247 |
| 8. Detroit, MI | 247 | 8. Philadelphia | 228 | 8. Chicago, IL | 181 |
| 9. W Palm Beach | 215 | 9. Detroit | 209 | 9. Ft. Myers | 173 |
| 10. Philadelphia | 204 | 10. Atlanta | 184 | 10. Detroit | 144 |

| 19-Sep | Visitors | Sep-20 | Visitors | Sep-21 | Visitors |
|--------------------------|----------|--------------------------|----------|--------------------------|----------|
| 1. Miami - FTL, FL | 5,137 | 1. Miami - FTL, FL | 3,563 | 1. Miami - FTL, FL | 2,466 |
| 2. New York, NY | 1,975 | 2. New York, NY | 539 | 2. Orlando - Daytona, FL | 2,418 |
| 3. Tampa - St. Pete, FL | 1,192 | 3. Orlando - Daytona, FL | 426 | 3. Tampa - St. Pete, FL | 1,676 |
| 4. Boston | 945 | 4. Boston | 411 | 4. Jacksonville, FL | 593 |
| 5. Orlando - Daytona, FL | 896 | 5. Tampa | 388 | 5. New York, NY | 463 |
| 6. Chicago, IL | 834 | 6. Chicago, IL | 257 | 6. Boston | 311 |
| 7. Ft. Myers | 641 | 7. West Palm | 217 | 7. Ft. Myers | 265 |
| 8. Detroit | 523 | 8. Detroit | 172 | 8. W Palm Beach | 217 |
| 9. Philadelphia | 480 | 9. Philadelphia | 145 | 9. Chicago, IL | 184 |
| 10. Atlanta | 460 | 10. Denver | 111 | 10. Detroit | 149 |

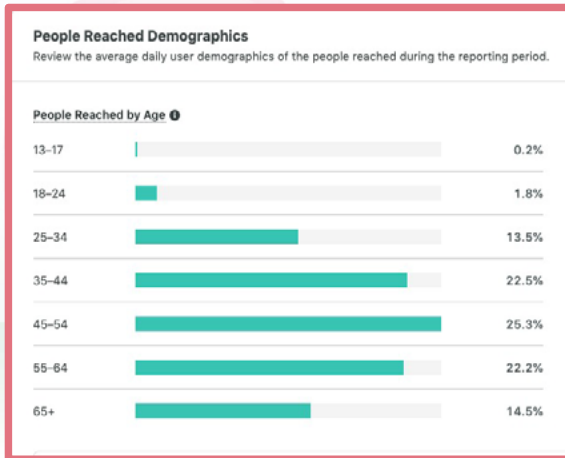
PROOF IT'S WORKING

Florida drive market web traffic increased due to shift in digital media marketing strategy

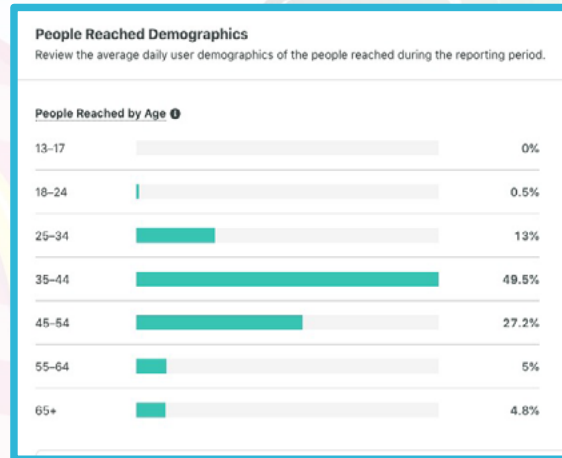


PROOF IT'S WORKING

Facebook Followers FY 2018



Facebook Followers FY 2021



THEN: 61% of followers are ages 25-54

NOW: 90% of followers are ages 25-54

75% of Instagram followers are ages of 25-54



Step 1: Digital Media Assessment

As part of the initial Marketing 360 Assessment, the CRA's digital media properties will be evaluated to determine clear objectives, gather information, and develop a benchmark report. The Conceptual Communications team will also evaluate all hashtags, verified and unverified social media properties connected to your brand as well as existing digital media policies and procedures.

While the Conceptual Communications team will develop a semi-annual digital strategy, it will be broken up into quarters. Our team doesn't believe in developing plans and letting them sit stagnant for months. In the real-time digital world we live in, our hyper geo-targeted campaigns will continually retrieve new results and we must monitor and utilize those results to continue to increase your reach.

Step 2: Develop and Implement a Hyper Geo-Targeted Strategy

Consistency and the right mix of content are important components to building an engaged audience on your digital media platforms. The Conceptual Communications team devises and implements digital media strategies that use both “pull” and “push” content. Some or all of the below action items may be implemented:

1. Establish an approved image/video bank.
2. Create Bit.ly links for all digital media campaigns to track traffic.
3. Develop a monthly social media content calendars including draft posts, images, links, and hashtags for each social media property. In addition, the Conceptual Communications team will help you develop an email marketing distribution and blogging schedule. Consistency across all platforms is the key to success. All content will be sent in draft form for you to review and approve.
4. Once the draft content is approved, all posts will be scheduled at the optimal time by the Conceptual Communications team.
5. All ad campaigns, including creative elements, will be determined on a monthly basis and pre-approved.
6. Digital media pages will be monitored frequently to ensure comments, messages, and inquiries receive a timely response.



Step 3: Reporting

Offering a proactive approach, the Conceptual Communications team determines the point of measurement on the front end of all campaigns and initiatives. The following items may be utilized and integrated into the marketing plan to clearly measure the success of each campaign/initiative:

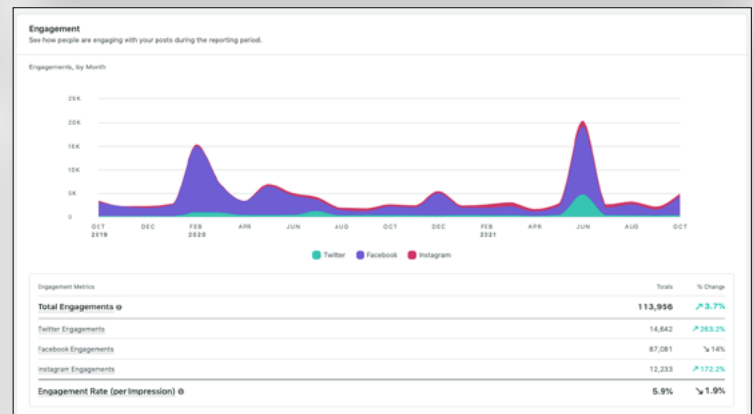
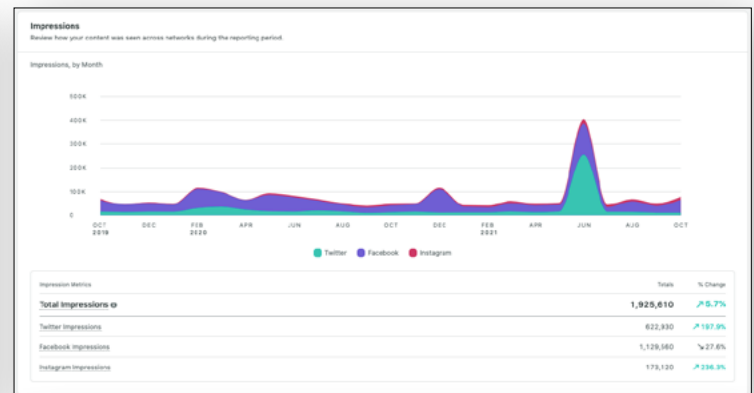
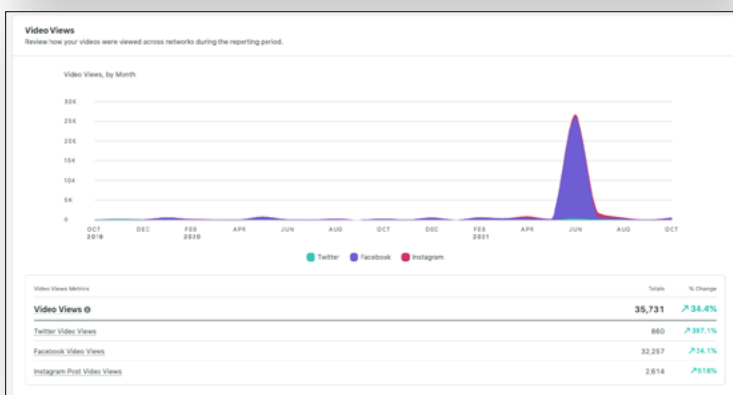
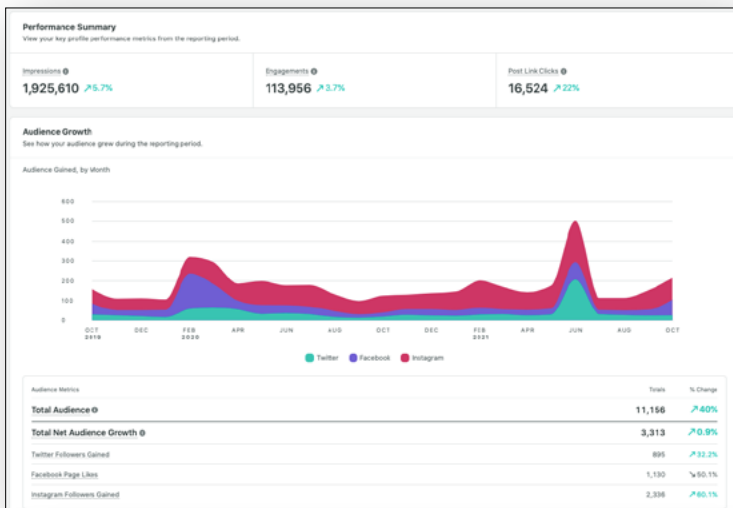
Bit.ly links

Video Content

Hidden Landing Pages

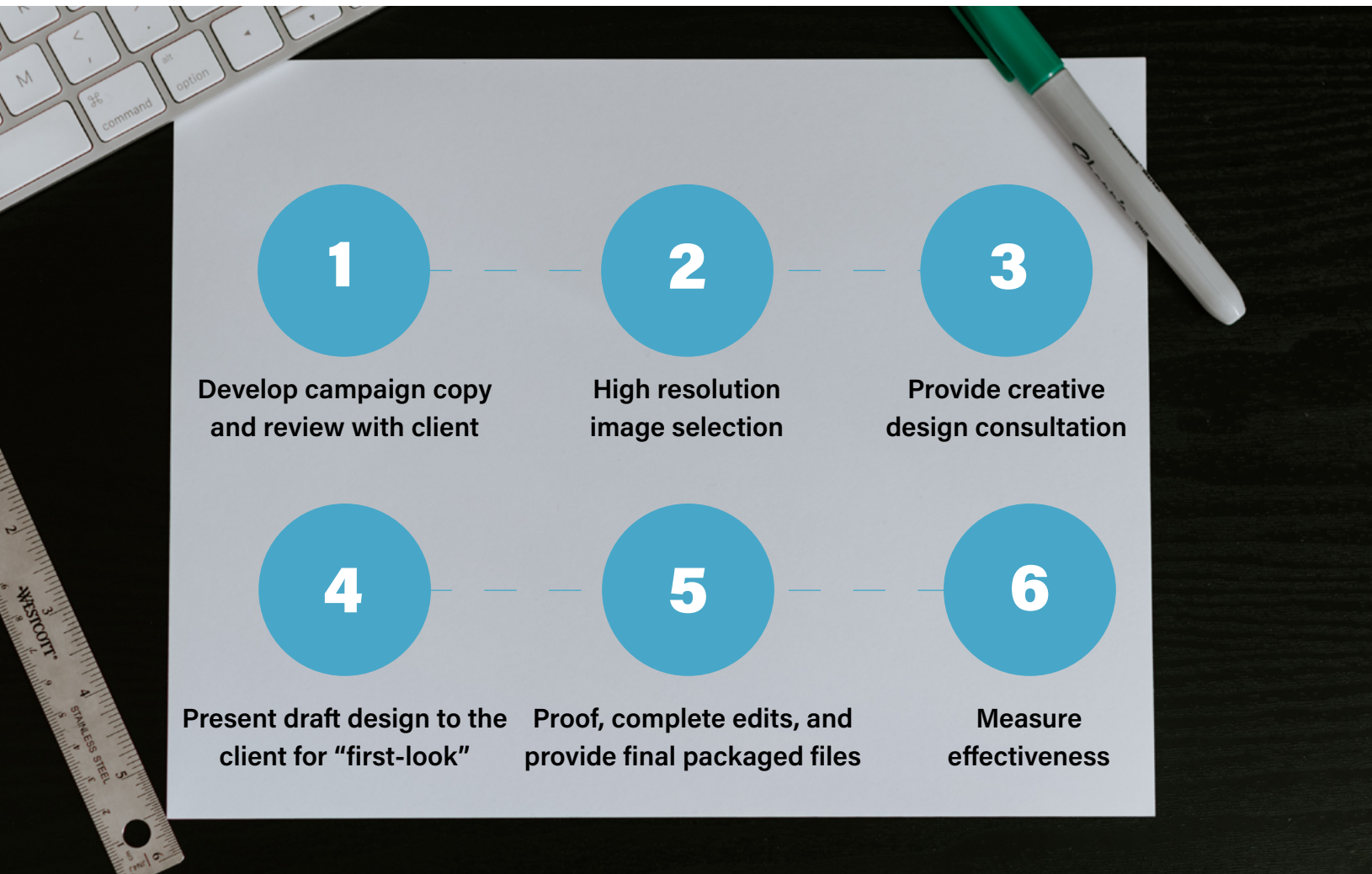
Vanity Phone Numbers

At the conclusion of each 30-day cycle, the Conceptual Communications team will present a detailed social media report. The Conceptual Communications team utilizes the most cutting-edge reporting software available, Sprout Social. While important for scheduling social media messages on various platforms, Sprout Social also provides the most detailed social media reports currently available. In addition, the Conceptual Communications team will provide a simple infographic style report to summarize social media results on an annual basis.



C. Graphic Design Services

Conceptual Communications produces custom designed (#NoClipArtAllowed) materials for both print and digital campaigns. With a high level of emphasis placed on detail, all materials are sure to encompass just the right amount of flare and creativity, while still remaining consistent and true to the CRA's brand. Please note that social media graphics are typically developed in coordination with each monthly content calendar to ensure the appropriate approvals are received well in advance.



Even print materials can be measured! The Conceptual Communications team may set up hidden landing pages for print campaigns, utilize bit.ly links and vanity phone numbers as needed to ensure all traffic and each call to action is measured. Results will be communicated on a monthly basis.

Our Innovative, Creative Approach

The Conceptual Communications team truly brings creativity and innovation to every project we touch. We're successful because we aren't afraid to reach outside the standard marketing toolkit to drive results. Brand personification and removing the guesswork are the two most important aspects of our approach.

Brand Personification

A good deal of the requested scope of work centers on branding. The "Be Local" brand, if it is performing well, could be expanded upon. *Be Beachy. Be Healthy. Be Sporty. Be in Business.* These are just a few examples of how we can work together to personify and expand on your brand.

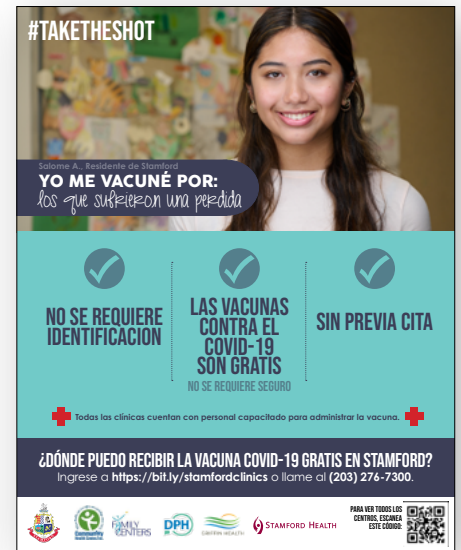


Expanding on this brand component could help you gain more reach while also improving your brand consistency and recognition. Logos are fun, but it's the people that personify a brand. The people who own restaurants and those who patron them, who work in healthcare and seek services there, and the visitors who stay in a local hotel while enjoying the beach and all the other offerings that your destination has to offer.

The personification of brands is our specialty. At the core of all that we do it's about essentially using people from your community to tell the story of and promote your community to others. People trust other people who they can identify with.

Our Innovative, Creative Approach

In a recent campaign with the City of Stamford Connecticut's Health Department, we used this same creative approach to personify promotions of the COVID-19 vaccines. With vaccine rates needing to climb fast at the onset of the Delta Variant, and certain resident groups lagging, we launched the "I Got Mine For" campaign. We targeted younger Hispanic and African American residents to tell their stories, and essentially connect with other residents who were hesitant to get the vaccine. Vaccine rates among these populations have been increasing and additional funding has been awarded so we can continue our efforts.



Don't Play the Guessing Game

The days of throwing spaghetti against the wall and seeing what sticks, in terms of creative concepts, are long over. In fact, that approach has been proven time and time again to be inefficient and not very cost effective. Why guess what your target audiences will respond to when we can just test the market and use the results to help us develop our creative concepts.

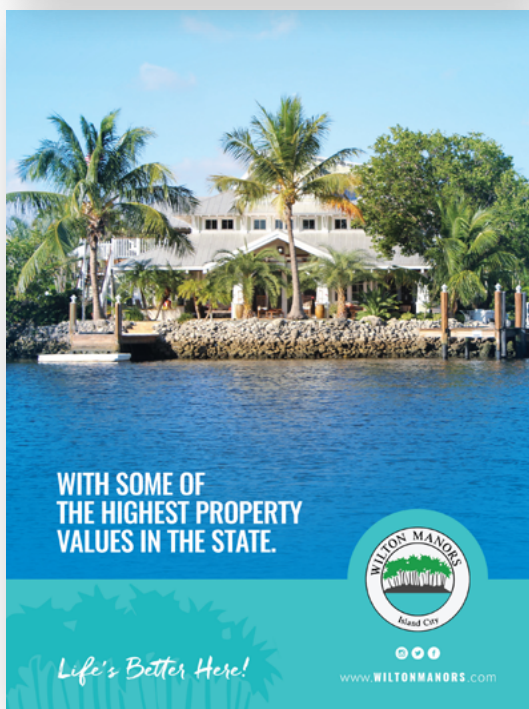
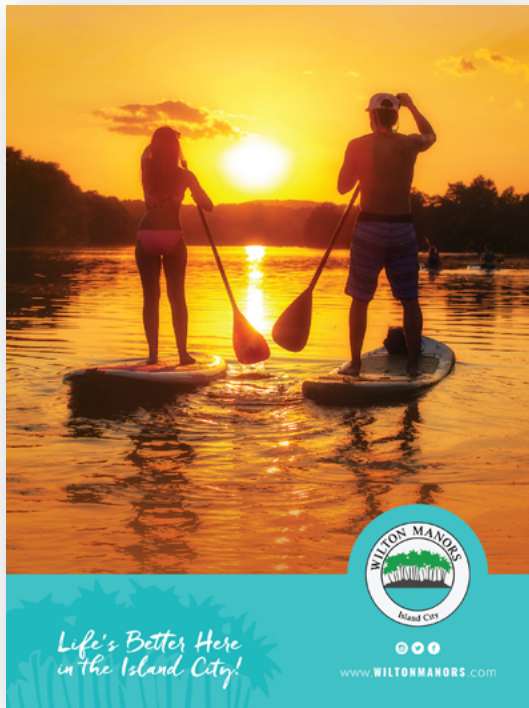
Social media allows us to do this. Many marketers are too focused on only using social media for promotional efforts. It also provides us with an opportunity to test creative concepts, branding initiatives, and messaging. Once we identify our target audiences and our creative materials, we can run hyper geo-targeted social media campaigns to test our concepts among our actual target audiences. See what they respond best to, see what they engage with. These results will essentially remove the "guess work" and better ensure our strategic marketing framework and creative concepts are successful in the long run.

Our Innovative, Creative Approach

Work Samples: Marketing Campaigns, Logo Development Projects, Brand Identity

Example 1- Brand Identity

City of Wilton Manors



Work Samples: Marketing Campaigns, Logo Development Projects, Brand Identity

Example 2- Branding Campaign

City of Parkland



Work Samples: Marketing Campaigns, Logo Development Projects, Brand Identity

Example 3- Logo Development

City of Wilton Manors



Building a
Sustainable
FUTURE

Example 4- Campaign

Cooper City



Work Samples: Graphic Design – Logo, Ads, Posters, Email Templates, and More

Example 1- Email Template

Town of Lauderdale-By-The-Sea



READY TO GET AWAY?

Stroll, Swim and Stay. RELAX... YOU'RE HERE.

STAY



BEST PLACES TO STAY

LBTS offers a variety of beachfront accommodations, from small family-owned and boutique hotels and a newly renovated, 130 room resort to condos and vacation rentals just steps away.

PLAY



WHERE TO EAT

Whether you want beachfront dining or a romantic evening, a family event or gathering with friend to enjoy a game or each other's company, we have a restaurant for you in Lauderdale-By-The-Sea.

DIVE



DIVE RIGHT IN

Home to the SS Copenhagen, a 19th Century British steamship that wrecked in May 1900 less than a mile offshore in 25 feet of water and has been designated an Underwater Archaeological Preserve.

LIVE WEBCAM

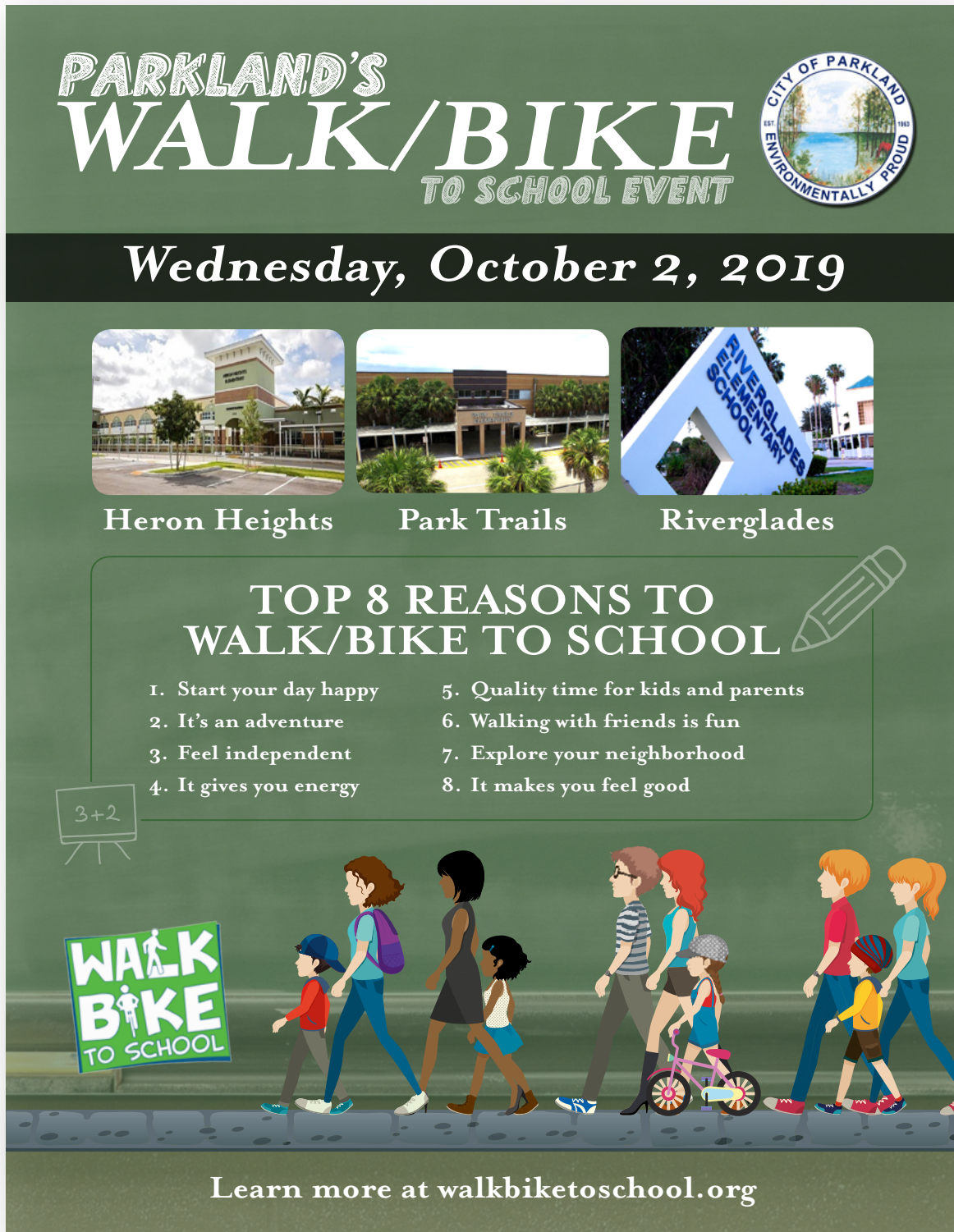




Work Samples: Graphic Design – Logo, Ads, Posters, Email Templates, and More

Example 2- Flyer

City of Parkland



**PARKLAND'S
WALK/BIKE
TO SCHOOL EVENT**

Wednesday, October 2, 2019

Heron Heights **Park Trails** **Riverglades**

**TOP 8 REASONS TO
WALK/BIKE TO SCHOOL**

1. Start your day happy
2. It's an adventure
3. Feel independent
4. It gives you energy
5. Quality time for kids and parents
6. Walking with friends is fun
7. Explore your neighborhood
8. It makes you feel good

**WALK
BIKE
TO SCHOOL**

Learn more at walkbiketoschool.org

The flyer features a green background with white and yellow text. At the top right is the City of Parkland seal. Below the title are three photos of schools: Heron Heights, Park Trails, and Riverglades Elementary. A central box lists eight reasons to walk/bike to school. At the bottom, an illustration shows a diverse group of people walking and biking, with a sign that says 'WALK BIKE TO SCHOOL'.

Work Samples: Graphic Design – Logo, Ads, Posters, Email Templates, and More

Example 3- Half Page Advertisement

City of Wilton Manors



VISIT
Wilton Manors

**Your
PERFECT
Day Trip**

13 Miles of Waterways

Plus: Eateries • Shops • Museums

visitwiltonmanors.com | (954) 903-1658

Work Samples: Graphic Design – Logo, Ads, Posters, Email Templates, and More

Example 4- Poster

Cooper City



Work Samples: Copywriting – Blogs, Press Releases, and More

Example 1- Op Ed

City of Wilton Manors

We Must Work Together to Increase Regional Mobility

By Mayor Scott Newton, City of Wilton Manors

I have always embraced a “let’s work together” mentality, not just in local politics but in life, starting in my early years. It has been my approach with coaching my kids’ sports teams, in my job, my marriage, and the many personal and professional relationships I have been involved in. It’s what I know, and I am proud to say it comes naturally to me.

This past year, the COVID-19 pandemic really proved just how important it is that we all work together regardless of state, county, or municipal boundaries. Regionally and certainly countywide, we have another challenge on the horizon, mobility.

Did you know Florida’s East Coast (FEC) rail corridor is the densest urban corridor in the state? Two million people work, live, and play from Miami to Jupiter and by 2040 density is projected to exceed 13,000 people per square mile. The Broward Metropolitan Organization estimates three million auto trips in the corridor comprise one-fifth of the region’s travel and highways are already beyond capacity. So, what is the solution?

The Coastal Link Commuter Rail project along the FEC rail corridor has been gaining momentum. In March 2021, Miami-Dade’s Transportation Planning Organization Governing Board voted to move forward with their \$345 million commuter rail plan and now Broward County leaders have been scoping out potential sites for future stations in Broward. The idea is that stations in smaller cities like Wilton Manors will serve as local stops between Miami, Fort Lauderdale, and West Palm Beach.

It would be nice if a station could be placed in every city along the FEC tracks in Broward, but of course that is not economically feasible or very efficient. We will have to work together with our county leaders to determine what cities and towns have the most density along their main streets, offer large-scale events, and have the ability to draw local and non-local visitors staying in neighboring towns to experience nightlife, dining, museums, and other amenities.

The local economic impact of having a train station located within municipal boundaries is very appealing. As an example, the Annual Stonewall Parade and Street Festival in Wilton Manors has an economic impact of \$2 Million. We know that out of town visitors spend roughly \$170 per day while attending the Festival. If we had a station located in Wilton Manors, I anticipate our economic impact for just that one event would increase by thirty to fifty percent, possibly more. That’s huge for our local businesses who are still recovering from the pandemic.

As each city along the FEC corridor explores the capability of having a station located within its boundaries, I am confident that we can remain unified on some common goals that commuter rail will help us achieve. One, we have a real opportunity to reduce our carbon footprint by getting people out of their cars. Two, regardless of where the stations are located, we will be increasing our mobility and allowing residents and visitors to more easily cross municipal boundaries. Three, carless connectivity to our airport and seaport would be a huge bonus.

Working together to expand commuter rail doesn’t mean that we only collaborate on new initiatives. Information sharing is so important. I look forward to working with our county leaders and other

Work Samples: Copywriting – Blogs, Press Releases, and More

Example 2- Op Ed

City of Parkland

Parks Have a Bigger Impact Than You Think

By Mayor Rich Walker, City of Parkland

July is National Parks and Recreation Month and one of my favorite months of the year. As the Mayor of Parkland and father of five, I have spent a great deal of my time in Parkland's parks as well as parks all over the county, state, and country. My kids are very committed to sports and as a result I have coached flag football, soccer, and little league. Despite my commitment and belief in the benefit of sports programming and the positive impact it has on a young person's life and the community at-large, I have learned through the years that parks play an even bigger role in our communities than most of us realize.

From positively impacting our health, advancing community revitalization and supporting economic development, to creating green infrastructure and increasing community engagement, parks are vital to not only ensuring our communities thrive, but that we thrive. The positive impact parks have on our mental health is, in my opinion, their most important contribution. Not only do parks provide open space for exercise and connecting with nature, but studies have shown that exposure to greenspace can have positive effects on those struggling with Alzheimer's, Dementia, stress, and depression. In one study, 71% of people reduced their level of depression after going on an outdoor walk versus a 45% reduction by those who went on an indoor walk. Another determined that outdoor activity may reduce ADD symptoms in children and time in nature may supplement their medicinal and behavioral treatments.

In addition to strengthening our mental health, the greenspaces our parks provide is also important for the health of our environment. Trees and plants remove pollutants from the air and parks ensure their existence in our cities. In more urban environments, the need for trees and plants is even more crucial. According to the City Parks Alliance, trees in urban parks remove up to 7,111,000 tons of toxins from the air annually at a value of \$3.8 billion to cities. Additionally, the unpaved surfaces in our parks play an important role when it rains, they absorb rainwater which in turn recharges our groundwater supply.

Knowing the mental health and environmental benefits of parks, it's no wonder companies and homebuyers are more likely to choose locations that are in close proximity to greenspace. When considering the economic impact parks have, we know parks help increase property values which leads to increased tax revenues. Increased tax revenues help ensure cities have the ability to make infrastructure and capital improvements to attract future homebuyers and businesses. When considering the important role parks play in the economic stability of a city, and how cyclical it is, it's easy to get behind the slogan "It All Starts in Parks."

This past year the pandemic presented new challenges for all of us and for many, our parks were a place of refuge when indoor activities were put on pause. In our local parks, I witnessed friends meeting for socially distanced yoga sessions or coffee, and others playing with their kids, reading or walking. Perhaps one silver lining from this past year is that those who were conditioned to spending too much time indoors, reconnected with nature, began to reap the benefits, and will hopefully visit their local park more often. The data and research is certainly there to support a commitment from all of us to spend more time outdoors.

Across the country there are 423 national park sites, 63 national parks, and more than 6,600 state park sites spanning 14 million acres of land. At the local level, there are approximately 20,000 community parks nationwide, and here in Broward County we are so fortunate to have two state parks, approximately 50 county parks, and more than 700 city parks and facilities. If you're traveling this summer or planning a staycation here in South Florida, I hope you will spend some time in a park. Throw a football or frisbee with the kids, fly a kite, have a picnic, go for a walk or run, or just sit quietly and connect with the sounds of nature. Your mind, body, and soul will certainly thank you for it.

Work Samples: Copywriting – Blogs, Press Releases, and More

Example 3- Media Release

Town of Lauderdale-By-The-Sea



MEDIA RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Steve d'Oliveira, (954) 640-4209, steved@lbts-fl.gov

The Town of Lauderdale-By-The-Sea Invites You to Shop Small and Safe This Holiday Season

Lauderdale-By-The-Sea, Florida (November 30, 2020) – Everyone is invited to shop local this holiday season in Lauderdale-By-The-Sea. From 12 p.m. to 5 p.m. on the following Saturdays: December 5, 12, and 19, 2020, shoppers may receive a free gift with purchase, while supplies last, from participating retailers all located within the Town of Lauderdale-By-The-Sea.

"What better way to spread holiday cheer than by shopping local and supporting our local privately-owned businesses," said Mayor Chris Vincent. "Everything in Town is just a stroll away, our Christmas Tree and decorations are up, so come on out and enjoy the ocean breeze while you shop for those one-of-a-kind gifts."

Providing old time customer service and a variety of select items, the following local businesses are participating in the Town's Shop Small Saturdays initiative: Gold Coast Scuba, Digs-N-Gifts, Frame N Art By the Sea, Argenti Design Jewelers, Gug Underwater Photography, PJ Rossi Jewelers, Aleksandra's Treasure, Dolly's Designer Outlet, Glam, Sparkle & Glitz, Coast Boutique, Diamonds and Doggies. Many are offering special events, discounts, and are also taking orders online or via phone. In addition, any gift may be wrapped at the gift-wrapping station at Coast Boutique. Donations benefitting a local homeless cause will be accepted in lieu of a gift-wrapping fee.

To learn more about the Town of Lauderdale-By-The-Sea's Shop Small Saturdays initiative visit <https://www.discoverlbts.com/business-directory/lbts-retailers/> and to view walking map of participating businesses visit <https://www.discoverlbts.com/wp-content/uploads/2020/11/shop-small-lbts.pdf>.

ABOUT THE TOWN OF LAUDERDALE-BY-THE-SEA

Lauderdale-By-The-Sea is a small seaside village with more than two miles of beautiful sandy beaches and an iconic pier that attracts annual visitors from around the world. With its low-rise downtown buildings and mid-century modern architecture, the Town exudes old-Florida charm while celebrating its present-day connection to the ocean. For more information visit www.discoverlbts.com.

###

Work Samples: Copywriting – Blogs, Press Releases, and More

Example 4- Blog Post

Town of Lauderdale-By-The-Sea

CLIENT: Lauderdale-By-The-Sea

RE: Lobster Season Blog

SUBMITTED: July 27, 2021

It's Time to Catch Some Bugs- Mini Season Starts This Week!

Lauderdale-By-the-Sea residents and visitors know that the last week of July and beginning of August are some of the best times of the year in our little beach town...it's the start of Florida's lobster season! And what better place to hunt for spiny lobsters than here in LBTS, Florida's Beach Diving Capital?

Unlike the Florida Keys, you can catch up to 12 "bugs" a day in Broward County (only 6 per day in the Keys) and dive for lobsters at night in LBTS.

We're very excited that BugFest-By-The-Sea is back this year to kick off lobster mini-season (July 28-29). We'll have food, live music, and of course, a competition for who can bag the biggest bugs. BugFest 2021 begins on July 27 with our Lobster Mini-Season Kickoff Party. Non divers and visitors may also catch our Lobster Chef Competition, Mini-Season Diver Awards party, and Diveheart Benefit Concert on the beach throughout the week. [You may view a full schedule of events here.](#)

Participating divers could win up to \$10,000 in cash and dive gear, and those registered for the contest are automatically entered to win some awesome raffle prizes, including a dive trip to the Bahamas or an Aqualung Legend Elite Regulator.

Not ready to dive down for bugs, but still want to take part in the festivities? No problem! Grab a bite to eat from one of our [eclectic eateries](#), stroll through Town and enjoy some live music, and stop into one of our [retail stores](#) for one-of-a-kind treasures to bring home.

If you're unable to make it to LBTS for mini-season kickoff parties, give our Visitor Center a ring at (800) 921-2319 for help planning a stay at one of our [beachside hotels](#) (many are offering summer rates!) during the regular eight-month lobster season. Starting August 6, diver down flags can be spotted off our shoreline as excited lobster hunters dive down looking for bugs.

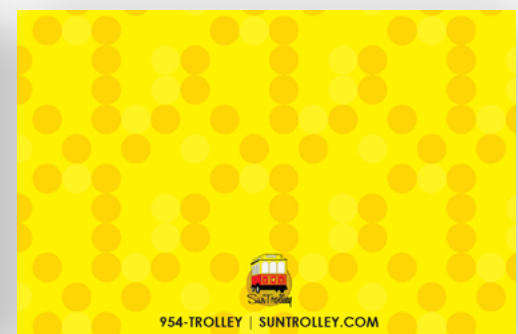
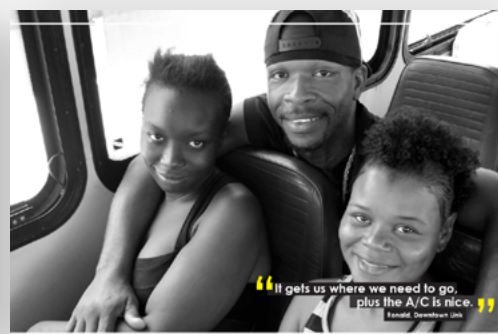
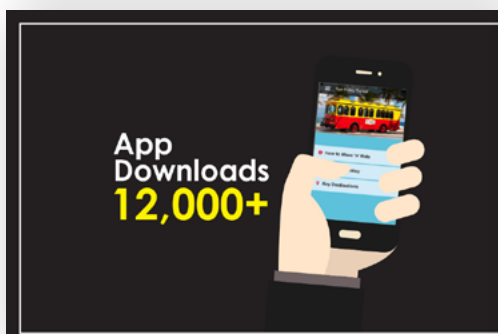
Remember to respect daily bag limits and be sure to have all the necessary licenses and permits before you head out. [The Town's two dive shops](#) offer equipment rentals and charter boat rides to make it even easier to enjoy a day of lobstering.

Whether you're visiting LBTS during mini-season or the regular lobster season, be sure to snap a photo of your lobster haul and tag us on [Facebook](#) and [Instagram](#) using #LoveLBTS and #DiveLBTS for an opportunity to be featured on the Town's official feeds.

And relax... lobster season is here!

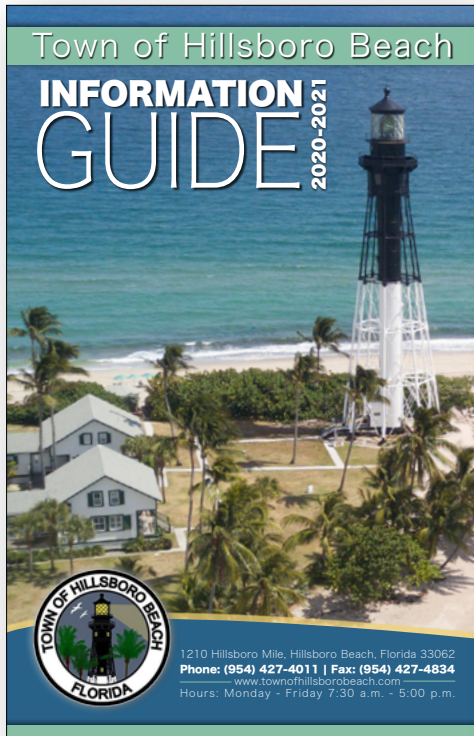
Work Samples: Brochures, Posters, and More

Example 1- Sun Trolley Downtown Fort Lauderdale TMA



Work Samples: Brochures, Posters, and More

Example 2- Visitors Guide Town of Hillsboro Beach



Town of Hillsboro Beach
INFORMATION GUIDE 2020-2021

1210 Hillsboro Mile, Hillsboro Beach, Florida 33062
Phone: (954) 427-4011 | Fax: (954) 427-4834
www.townofhillsborobeach.com
Hours: Monday - Friday 7:30 a.m. - 5:00 p.m.



BUILDING SERVICES

VISION

To protect our coastal town's beauty and natural resources and provide a tranquil, safe and peaceful community for all residents.

MISSION

To maximize community safety, continually exceed residents' expectations and always provide friendly, cost-effective, forward-looking and responsive service to all residents and other users of Town services.

FROM THE MAYOR

Dear Neighbors,

This booklet has been created to provide you with some general information about our Town, fondly known by locals as "Florida's Magnificent Mile." We hope you find this guide useful and informative. Please do not hesitate to contact your elected officials or town staff should the need ever arise. We are here to serve YOU!

Sincerely,
Mayor Deb Tarrant

TOWN SEAL & TOWN LOGO

As per Florida Statute 165.043, the manufacture, use, display, or other employment of any facsimile or reproduction of the Municipal Seal, except by Municipal Officials or Employees in the performance of their official duties, without the express approval of the governing body is a second degree misdemeanor.

PAGE 2



CONTACT INFORMATION

POLICE DEPARTMENT - 911 (EMERGENCIES)

Hillsboro Beach Police Department
Chief Jay Szesnat | jszesnat@townofhillsborobeach.com
Phone: (954) 427-6600 (24/7) Fax: (954) 427-7428

FIRE/RESCUE/MEDICAL EMERGENCY - 911 (Emergencies)

Fire Services - Provided by the City of Deerfield Beach
Broward Sheriff's Office via HBPD (954) 427-6600 (24/7)

TOWN HALL

Phone: (954) 427-4011 | Fax: (954) 427-4834

WATER DEPARTMENT

Billing Questions: (954) 603-0030
Water Emergencies:
(Police Department): (954) 427-6600 (24/7)
Water Quality and General Information:
(954) 941-8937 Fax: (954) 941-8904

BUILDING DEPARTMENT

Phone: (954) 427-4011 Ext. 1
Fax: (954) 427-4834
Hours: Monday through Friday: 7:30 a.m. to 4:00 p.m.
Inspections: (954) 766-2766
Email: building@townofhillsborobeach.com

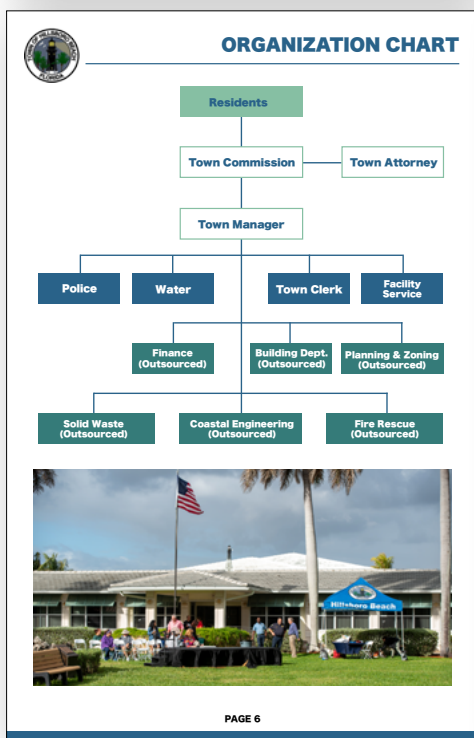
BROWARD COUNTY COMMISSIONER

District 4: Lamar P. Fisher
Phone: 954-357-7004 | Email: lfisher@broward.org

BEACH CLEANING

Beaches in Hillsboro Beach are maintained through private contracts between property owners and service providers.

PAGE 3

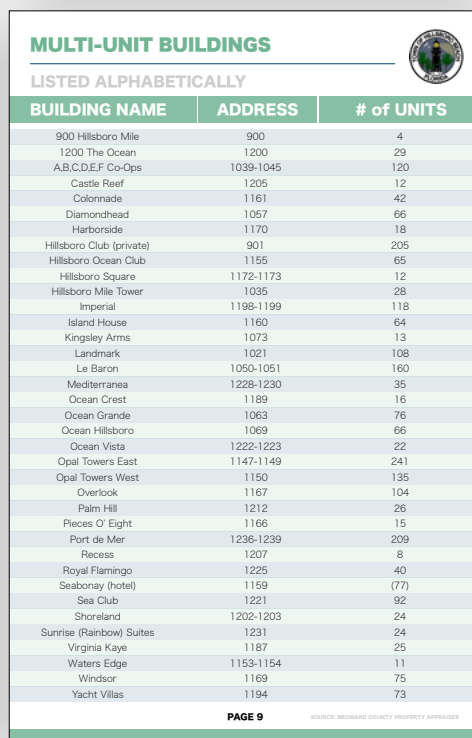


ORGANIZATION CHART

```

graph TD
    Residents --> TownCommission[Town Commission]
    Residents --> TownAttorney[Town Attorney]
    TownCommission --> TownManager[Town Manager]
    TownManager --> Police[Police]
    TownManager --> Water[Water]
    TownManager --> TownClerk[Town Clerk]
    TownManager --> FacilityService[Facility Service]
    TownManager --> Finance[Finance (Outsourced)]
    TownManager --> BuildingDept[Building Dept. (Outsourced)]
    TownManager --> PlanningZoning[Planning & Zoning (Outsourced)]
    TownManager --> SolidWaste[Solid Waste (Outsourced)]
    TownManager --> CoastalEngineering[Coastal Engineering (Outsourced)]
    TownManager --> FireRescue[Fire Rescue (Outsourced)]
  
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PAGE 6

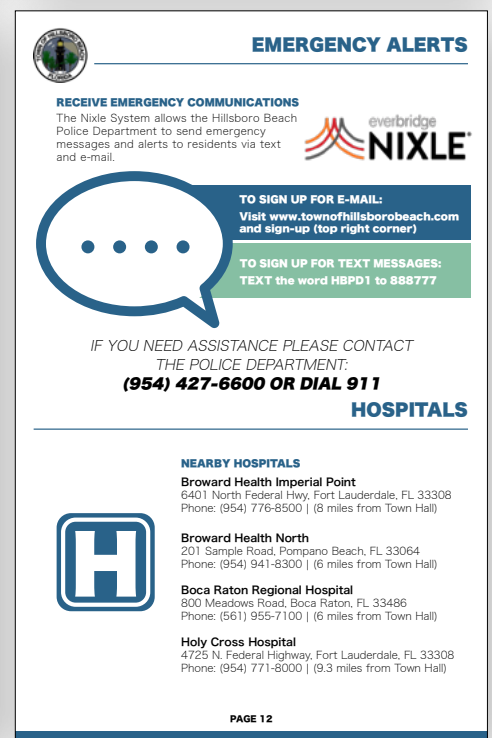


MULTI-UNIT BUILDINGS

LISTED ALPHABETICALLY

| BUILDING NAME | ADDRESS | # of UNITS |
|--------------------------|-----------|------------|
| 900 Hillsboro Mile | 900 | 4 |
| 1200 The Ocean | 1200 | 29 |
| A.B.C.D.E.F Co-Ops | 1039-1045 | 120 |
| Castle Reef | 1205 | 12 |
| Colonnade | 1161 | 42 |
| Diamondhead | 1057 | 66 |
| Harborside | 1170 | 18 |
| Hillsboro Club (private) | 901 | 205 |
| Hillsboro Ocean Club | 1155 | 65 |
| Hillsboro Square | 1172-1173 | 12 |
| Hillsboro Mile Tower | 1035 | 28 |
| Imperial | 1198-1199 | 118 |
| Island House | 1160 | 64 |
| Kingsley Arms | 1073 | 13 |
| Landmark | 1021 | 108 |
| Le Baron | 1050-1051 | 160 |
| Mediterranea | 1228-1230 | 35 |
| Ocean Crest | 1189 | 16 |
| Ocean Grande | 1063 | 76 |
| Ocean Hillsboro | 1069 | 66 |
| Ocean Vista | 1222-1223 | 22 |
| Opal Towers East | 1147-1149 | 241 |
| Opal Towers West | 1150 | 135 |
| Overlook | 1167 | 104 |
| Palm Hill | 1212 | 26 |
| Pieces O' Eight | 1166 | 15 |
| Port de Mer | 1236-1239 | 209 |
| Recess | 1207 | 8 |
| Royal Flamingo | 1225 | 40 |
| Seabonay (hotel) | 1159 | (77) |
| Sea Club | 1221 | 92 |
| Shoreland | 1202-1203 | 24 |
| Sunrise (Rainbow) Suites | 1231 | 24 |
| Virginia Kaye | 1187 | 25 |
| Waters Edge | 1153-1154 | 11 |
| Windsor | 1169 | 75 |
| Yacht Villas | 1194 | 73 |

PAGE 9



EMERGENCY ALERTS

RECEIVE EMERGENCY COMMUNICATIONS

The Nixle System allows the Hillsboro Beach Police Department to send emergency messages and alerts to residents via text and e-mail.

TO SIGN UP FOR E-MAIL:
Visit www.townofhillsborobeach.com and sign-up (top right corner)

TO SIGN UP FOR TEXT MESSAGES:
TEXT the word HBPD1 to 888777

IF YOU NEED ASSISTANCE PLEASE CONTACT
THE POLICE DEPARTMENT:
(954) 427-6600 OR DIAL 911

HOSPITALS

NEARBY HOSPITALS

Broward Health Imperial Point
6401 North Federal Hwy, Fort Lauderdale, FL 33308
Phone: (954) 776-8500 | (8 miles from Town Hall)

Broward Health North
201 Sample Road, Pompano Beach, FL 33064
Phone: (954) 941-8300 | (6 miles from Town Hall)

Boca Raton Regional Hospital
800 Meadows Road, Boca Raton, FL 33486
Phone: (561) 955-7100 | (6 miles from Town Hall)

Holy Cross Hospital
4725 N. Federal Highway, Fort Lauderdale, FL 33308
Phone: (954) 771-8000 | (9.3 miles from Town Hall)

PAGE 12

Work Samples: Social Media Examples

Example 1- Instagram Lauderdale-By-The-Sea



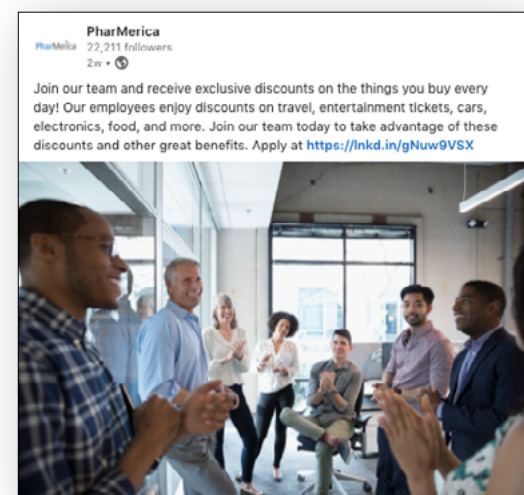
Example 2- Facebook City of Wilton Manors



Example 3- Twitter Broward League of Cities

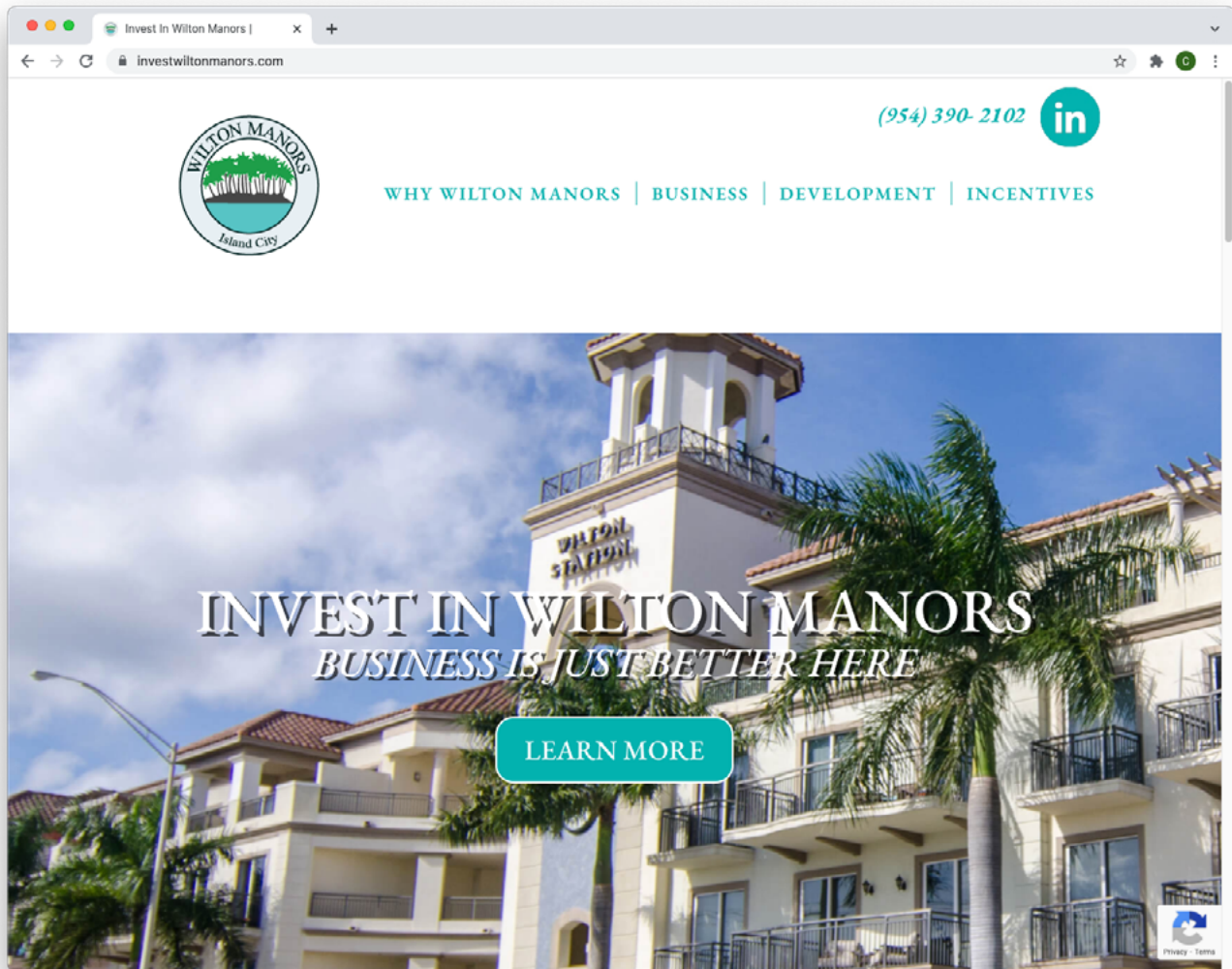


Example 4- LinkedIn PharMerica



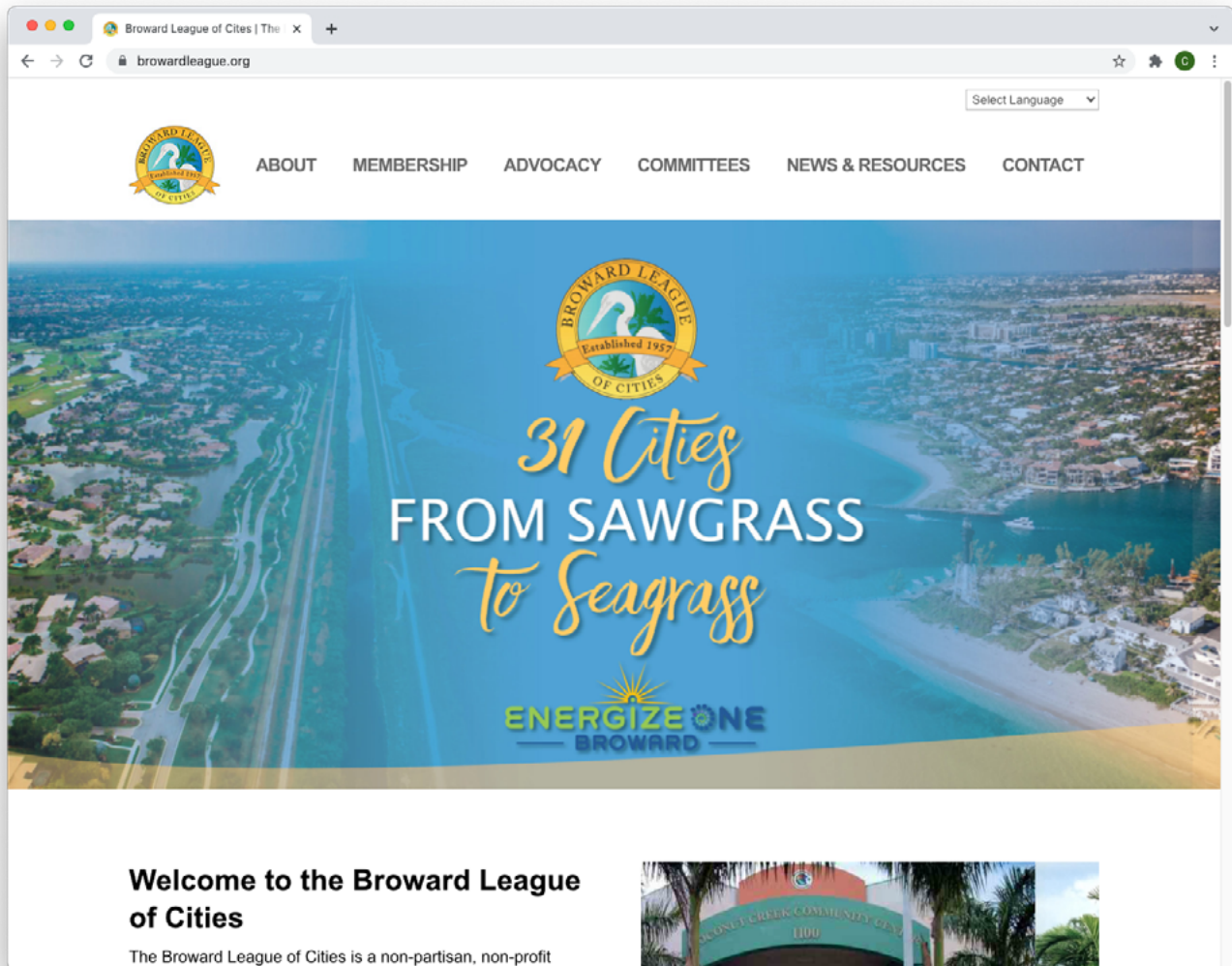
Work Samples: Website Creations

Example 1- www.investwiltonmanors.com



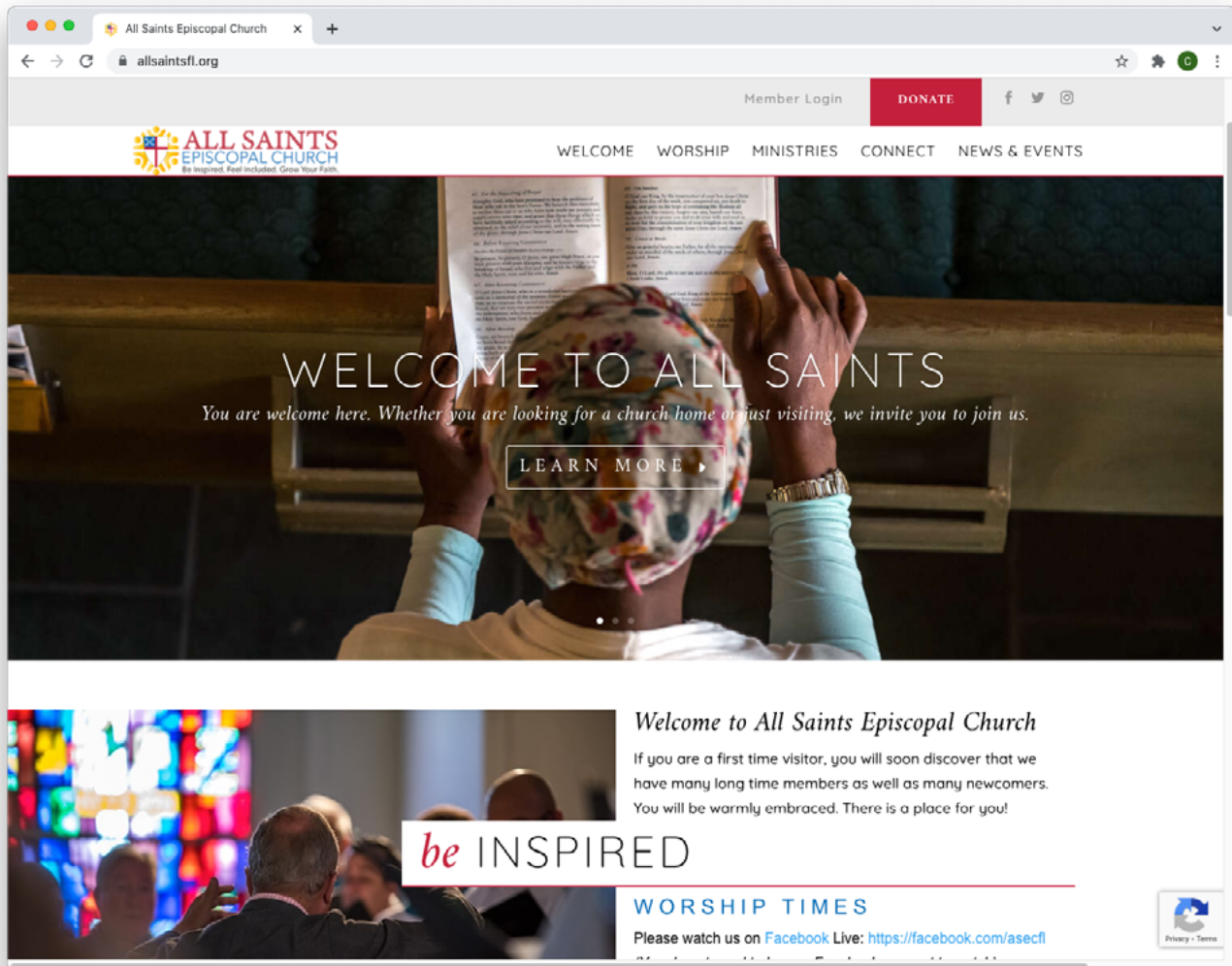
Work Samples: Website Creations

Example 2- www.browardleague.org



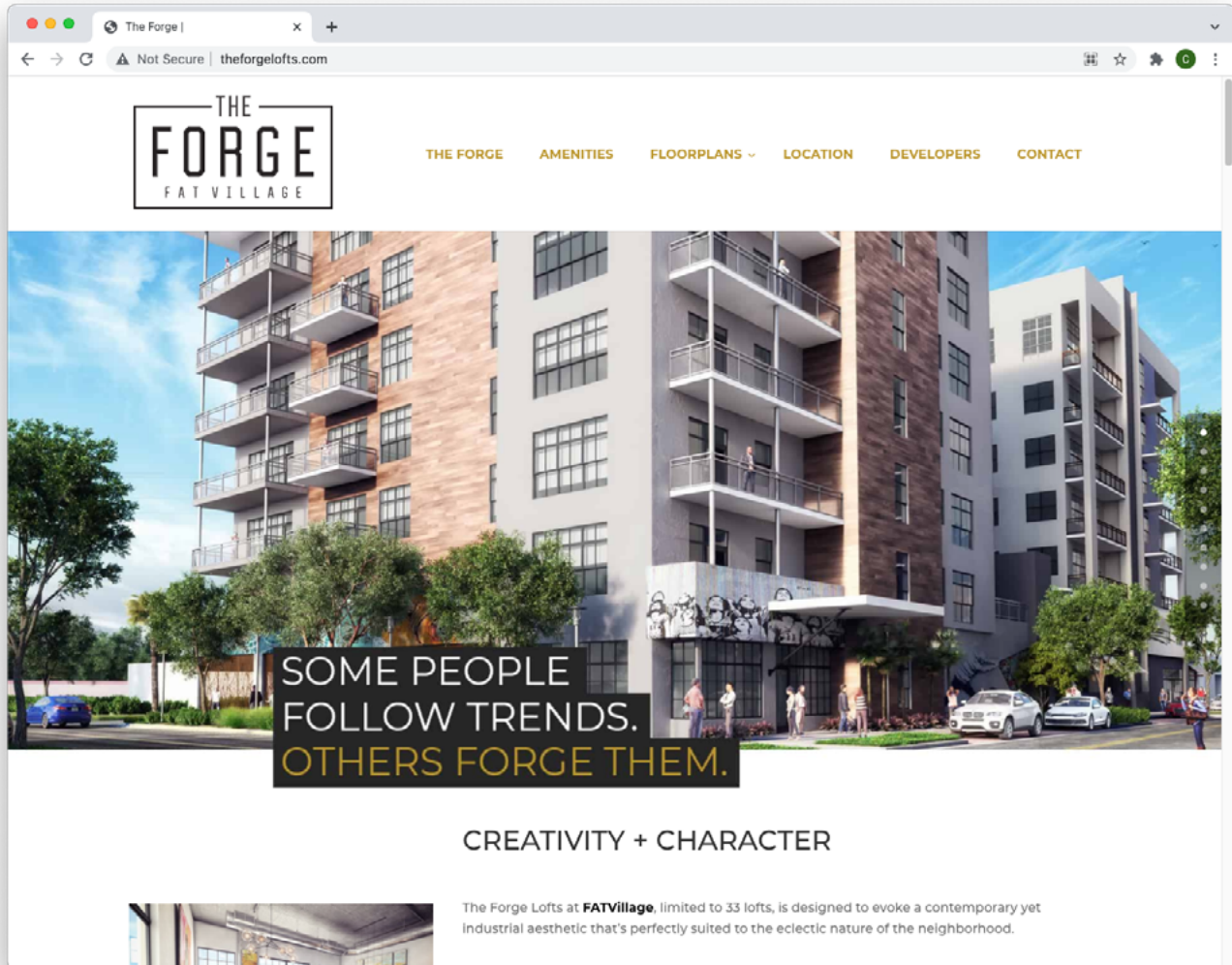
Work Samples: Website Creations

Example 3- www.allsaintsfl.org



Work Samples: Website Creations

Example 4- <https://theforgelofts.com>



TAB 9: Past Performance- References



REFERENCE FORM:

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): Conceptual Communications |
| PROJECT NAME: Comprehensive Marketing and Public Relations Services |
| NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Conceptual Communications |
| WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC Advertising, Branding, Content Creation, Crisis Management, Graphic Design, Marketing, Marketing Plan Creation, Market Research, Photography, Public Relations, Social Media, Reporting, Video Development, Website Maintenance |

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

Advertising, Social Media
Public Relations
and Graphic Design Services

| | | | |
|----------------------------|------------------------|------------------------|-------------------------|
| Name of reference: | Pamela Landi | Phone: | 954-390-2103 |
| Title of reference: | Assistant City Manager | E-mail Address: | plandi@wiltonmanors.com |
| Company/Employer: | City of Wilton Manors | | |

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?

We don't have an in-house communications director as PIO, the team at Conceptual Communications has been our "communications department" since 2013.

They provide a comprehensive array of services including:
Advertising, Branding, Content Creation, Crisis Management, Graphic Design, Marketing,
Marketing Plan Creation, Market Research, Photography, Public Relations, Social Media, Reporting,
Video Development, Website Maintenance

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?

We are a small team here at the city and our staff wears many hats. Conceptual Communications is an integral part of our team. They devote the necessary time required to help us meet our needs and deadlines. We have worked with Laurie and her team for the past seven years and have always had the personnel to complete our needs.

3. How long was the awarded Contract for?

Our initial agreement was from 2013-2016. Conceptual Communications was awarded the RFP in 2016 with an initial three year term, that included two, two year extensions. We just exercised our final two year extension that will last through Aug 2023.

| |
|---|
| <p>4. Provide detail information about the competence, level of professionalism, accessibility, and responsiveness of the Firm's personnel supervising and performing services.</p> |
| <p>The Conceptual Communications team is very professional, accessible, and responsive. In addition to marketing Wilton Manors, they also provide crisis communications services and we are extremely pleased with their ability to help us quickly respond to media in a manner that is in the best interest of our City.</p> |
| <p>5. Provide detail information about the Firm's response time, as required by your Agreement. Where there ever any issues and why?</p> |
| <p>Never any issues. They always meet our deadlines and have a very fast response time.</p> |
| <p>6. Provide detail information about the Firm's success at minimizing any issues, quality of work, reporting capabilities and customer service with entities' staff.</p> |
| <p>The quality of work is second to none. The Conceptual Communications team developed our brand and helps us personify it in the work we do. I receive a report every month that tracks our progress and reach and I am very satisfied with the customer service they provide to our other contractors, businesses and entities.</p> |
| <p>7. Provide your level of satisfaction with the Firm's success at keeping you updated and informed, particularly when special needs or problems arise?</p> |
| <p>Very satisfied. If something is urgent Laurie or a member of her team addresses it almost immediately and then we work together to find a solution.</p> |

CONCEPTUAL COMMUNICATIONS, SOCIAL MEDIA
STRATEGIES, PUBLIC RELATIONS
AND GRAPHIC DESIGN SERVICES

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

We are very satisfied with the overall work. The past couple of years have brought on new, unexpected challenges, and I am grateful for the work the Conceptual Communications team has done to help us navigate those challenges.

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

In recent years we have had a more persistent shift toward promoting our economic development opportunities and the Conceptual Communications team has really helped us in that area. They developed and launched investwiltonmanors.com, with the help of our economic development manager, to offer developers and business owners the information they need. The team also helps us with special projects such as event promotions and working closely with our police dept. to help shed light on their initiatives and service within the community.

ADDITIONAL COMMENTS:

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| |

SIGNATURE: Patricia Landu Date: 11/12/21

RFP # FY 2021-2022-CRA001
CRA MARKETING, SOCIAL MEDIA
BRANDING, PUBLIC RELATIONS
AND GRAPHIC DESIGN SERVICES

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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): Conceptual Communications |
| PROJECT NAME: Three Year Strategic Marketing Plan Development and Implementation |
| NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Conceptual Communications |
| WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC Developed and implemented the Town's three-year strategic marketing plan. Services include: Paid Advertising Management, Blogging, Branding, Strategy & Development, Email Marketing, Managing Partner Accounts with TripAdvisor, Visit Florida and the CVB, Public Relations, Social Media, Reporting on all digital media and partnerships, Website Updates |

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| | | | |
|----------------------------|-------------------------------|------------------------|-----------------------------------|
| Name of reference: | Debbie Hime | Phone: | 954-640-4205 |
| Title of reference: | Special Projects Manager | E-mail Address: | debbieh@lauderdalebythesea-fl.gov |
| Company/Employer: | Town of Lauderdale-By-The-Sea | | |

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?

Developed and implemented the Town's three-year strategic marketing plan. Services include: Paid Advertising Management, Blogging, Branding, Strategy & Development, Email Marketing, Managing Partner Accounts with TripAdvisor, Visit Florida and the CVB, Public Relations, Social Media, Reporting on all digital media and partnerships, Website Updates

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?

Yes, the Conceptual Communications team is very hands-on and has gone above and beyond at times to ensure we meet last minute deadlines.

3. How long was the awarded Contract for?

They were awarded an initial six month contract to develop the strategic marketing plan, then awarded a subsequent three-year contract to implement the plan. We just approved a new three-year contract with Conceptual Communications that will allow them to develop an annual work plan and implement that plan.

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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.

We are very satisfied with the competence, level of professionalism, accessibility, and responsiveness of the Conceptual Communications team. They provide a lot of support to our small town and we are proud that they are part of our team. No email goes unread and no phone call goes unreturned.

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

Their response time is excellent, we have never had any issues.

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

The Conceptual Communications team has had direct access to some of our business owners, hoteliers, restaurant owners, visitors, and staff they always exuberate high quality customer service. Their work is very tailored to our brand and we appreciate their reporting capabilities. They provide very detailed reports on a monthly basis and provide updates to our town commission and town manager as needed.

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

They are excellent in this area. They provide a weekly wrap up email and we have a standing call weekly to discuss projects and deadlines.



TAB 9: Past Performance- References

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

We are very satisfied with the work Conceptual Communications does for us. We just awarded them a new three-year contract to continue their work with us.

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

No one could have planned COVID-19. Much of the work they do for us is promoting our Town as a tourist destination. They were very successful at bringing our promotional efforts into the digital-age and as a result were very successful with quickly pivoting those efforts during COVID-19 to support our local shops and restaurants.

ADDITIONAL COMMENTS:

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|--|
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| |

SIGNATURE: Debbie Hime Date: 11/12/21

TAB 10: Cost Proposal



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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 | \$ 110 | \$110 | \$110 | \$110 |
| 2. | Public Relations | \$ 95 | \$ 95 | \$ 95 | \$ 95 |
| 3. | Press releases generation and distribution | \$ 95 | \$ 95 | \$ 95 | \$ 95 |
| 4. | Social media account and management | \$ 85 | \$85 | \$ 85 | \$ 85 |
| 5. | Email newsletter | \$ 85 | \$ 85 | \$ 85 | \$ 85 |
| 6. | Email blasts | \$85 | \$ 85 | \$ 85 | \$ 85 |
| 7. | Blogs | \$ 85 | \$ 85 | \$ 85 | \$ 85 |
| 8. | Websites | \$ 75 | \$ 75 | \$ 75 | \$ 75 |
| TOTAL PER YEAR: | | | \$ 76,275 | \$76,275 | \$ 76,275 |
| TOTAL FOR 3 YEAR TERM: | | | \$228,825 | | |



Fee Breakdown RFP# FY 2021-2022-CRA001

| <u>Task</u> | <u>Hours</u> | <u>Hourly Rate</u> | <u>Total Fee</u> |
|---|--------------|--------------------|--------------------|
| Marketing and Branding Plan | 75 | 125 | \$ 9,375 |
| Marketing 360 SWOT Analysis Surveys and Outreach Benchmark Reports Plan Development Logo Development/Graphic Design Associated with Branding | | | |
| Public Relations | 180 | \$ 95 | \$ 17,100 |
| Media Release Writing Media Relations Media Contact List Development Media Management / Media Briefs / Media Statements Op Ed Writing and Pitching Translation Services Reporting | | | |
| Social Media, Email Marketing, Blogging | 480 | \$ 85 | \$ 40,800 |
| Draft and Post Social Media Content Draft and Distribute Newsletters Draft and Distribute Eblasts Graphic Design Write and Publish Blogs Reporting | | | |
| Web Updates and Management | 120 | \$ 75 | \$ 9,000 |
| Total for Professional Services | | | \$ 76,275 |
| Social Media Ad Campaigns | | | \$ 3,600 |
| TOTAL CONTRACT ESTIMATE | | | \$ 79,875 |
| TOTAL MONTHLY RETAINER (excludes social media ad campaigns) | | | \$ 6,356.25 |

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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 | \$125 |
| 2. | Promotional services | \$150 |
| 3. | Crisis management | \$175 |
| 4. | Consultation services | \$125 |
| 5. | Photography | \$175 |
| 6. | Videography | \$250 |
| 7. | Printing and website design | \$150 |
| 8. | Maintenance services | \$ 95 |
| | Additional Services. Describe below in rows 9-11: | |
| 9. | | \$ |
| 10. | | \$ |
| 11. | | \$ |

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, Laurie Menekou, Owner
Name of authorized Officer per Sunbiz and/or legal documentation Title
of Conceptual Communications
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.

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

TAB 11:

City of Hallandale Beach Local Vendor Reference





TAB 11: City of Hallandale Beach Local Vendor Reference

Conceptual Communications is a CBE/SBE Certified Marketing and Public Relations Firm in Broward County. Please see attached the following documentation:

- CBE/SBE Certification from Broward County
- Broward County Business Tax Receipt
- City of Fort Lauderdale Business Tax Receipt



OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

Governmental Center Annex

115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301 • 954-357-6400 • FAX 954-357-5674

August 23, 2021

Ms. Laurie Menekou
CONCEPTUAL COMMUNICATIONS, LLC.
1600 NE 26th Street, Suite D
Wilton Manors, Florida 33305

Dear Ms. Menekou:

The Broward County Office of Economic and Small Business Development (OESBD) is pleased to announce that your firm's **County Business Enterprise (CBE)** and **Small Business Enterprise (SBE)** certifications have been renewed.

Your firm's certifications are continuing from your anniversary date but are contingent upon the firm verifying its eligibility annually through this office. You will be notified in advance of your obligation to continue eligibility in a timely fashion. However, the responsibility to ensure continued certification is yours. Failure to document your firm's continued eligibility for the CBE and SBE programs within **thirty (30) days** from your anniversary may result in the expiration of your firm's certifications. Should you continue to be interested in certification after it has expired, you will need to submit a new application, and all required supporting documentation for review.

To review current Broward County Government bid opportunities, visit: www.broward.org/Purchasing and click on "Current Solicitations and Results." Also, from this website, you can log into your firm's profile in BidSync to ensure you have added all appropriate classification codes. Bid opportunities over \$3,500 will be advertised to vendors via e-mail and according to classification codes, so please ensure that both the Purchasing Division and OESBD are apprised of your current e-mail address.

Your primary certification group is: **Contract Services**. This is also how your listing in our directory will read. You may access your firm's listing by visiting the Office of Economic and Small Business Development Directory, located on the internet at: www.broward.org/EconDev and click on "Certified Firm Directories."

Your firm may compete for, and perform work on Broward County projects in the following areas:

NAICS CODE: 541613, 541820, 541430

We look forward to working with you to achieve greater opportunities for your business through county procurement.

Sincerely,

SANDY-MICHAEL
MCDONALD

Digitally signed by SANDY-
MICHAEL MCDONALD
Date: 2021.08.26 13:12:49
-04'00'

Sandy-Michael McDonald, Director
Office of Economic and Small Business Development

Cert Agency: BC-CBE SBE
ANNIVERSARY DATE: MAY 15TH

Broward County Board of County Commissioners
Mark D. Bogen • Lamar P. Fisher • Beam Furr • Steve Geller • Dale V.C. Holness • Nan H. Rich • Tim Ryan • Barbara Sharief • Michael Udine
www.broward.org/econdev



TAB 11: City of Hallandale Beach Local Vendor Reference

BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

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

VALID OCTOBER 1, 2021 THROUGH SEPTEMBER 30, 2022

DBA: CONCEPTUAL COMMUNICATIONS
Business Name: CONCEPTUAL COMMUNICATIONS

Receipt #: 376-266082
Business Type: ADVERTISING/MARKETING (MARKETING)

Owner Name: CONCEPTUAL COMMUNICATIONS
Business Location: 525 NW 1ST AVE
FT LAUDERDALE
Business Phone: 954-732-0754

Business Opened: 10/30/2012
State/County/Cert/Reg:
Exemption Code:

Rooms Seats Employees Machines Professionals

| For Vending Business Only | | | | | | |
|---------------------------|--------------|---------|---------|---------------|-----------------|------------|
| Number of Machines: | | | | Vending Type: | | |
| Tax Amount | Transfer Fee | NSF Fee | Penalty | Prior Years | Collection Cost | Total Paid |
| 45.00 | 4.50 | 0.00 | 0.00 | 0.00 | 0.00 | 49.50 |

THIS RECEIPT MUST BE POSTED CONSPICUOUSLY IN YOUR PLACE OF BUSINESS

THIS BECOMES A TAX RECEIPT

WHEN VALIDATED

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

Mailing Address:

CONCEPTUAL COMMUNICATIONS
525 NW 1ST AVE
FORT LAUDERDALE, FL
33301-3203

Receipt # WWW-20-00228841
Paid 08/04/2021 49.50

2021 - 2022

BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

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

VALID OCTOBER 1, 2021 THROUGH SEPTEMBER 30, 2022

DBA: CONCEPTUAL COMMUNICATIONS
Business Name: CONCEPTUAL COMMUNICATIONS

Receipt #: 376-266082
Business Type: ADVERTISING/MARKETING (MARKETING)

Owner Name: CONCEPTUAL COMMUNICATIONS
Business Location: 525 NW 1ST AVE
FT LAUDERDALE
Business Phone: 954-732-0754

Business Opened: 10/30/2012
State/County/Cert/Reg:
Exemption Code:

Rooms Seats Employees Machines Professionals

| For Vending Business Only | | | | | | |
|---------------------------|--------------|---------|---------|---------------|-----------------|------------|
| Number of Machines: | | | | Vending Type: | | |
| Tax Amount | Transfer Fee | NSF Fee | Penalty | Prior Years | Collection Cost | Total Paid |
| 45.00 | 4.50 | 0.00 | 0.00 | 0.00 | 0.00 | 49.50 |

Receipt # WWW-20-00228841
Paid 08/04/2021 49.50



CITY OF FORT LAUDERDALE BUSINESS TAX YEAR 2021-2022



Business Tax Division

700 NW 19TH AVE. | FORT LAUDERDALE, FL 33311 | (954) 828 - 5195

Business ID: BT-GEN-21110080

Business Name: CONCEPTUAL COMMUNICATIONS

Business Address: 525 NW 1 AVE

LAURIE MENEKOU
CONCEPTUAL COMMUNICATIONS
525 NW 1 AVE
FORT LAUDERDALE FL 33301

TAX CATEGORIES

406206 MARKETING CONSULTANT

Contact:

LAURIE MENEKOU

Business Email:

Nate@Conceptualpr.Com

- This Receipt is issued for the period commencing October 1st and ending September 30th of the years shown above.
- If you have closed or moved out of the city, please email businesstax@fortlauderdale.gov and include the Business ID #.
- A transfer of business location within city limits is subject to zoning approval. Complete a Business Tax Transfer Application online to obtain the necessary approval. A transfer fee of 10% of the Business Tax fee applies, not less than \$3.00, no more than \$25.00.
- If you have sold your business, please email a copy of the Bill of Sale to businesstax@fortlauderdale.gov and include the Business ID #. A transfer of ownership will incur a transfer fee of 10% of the Business Tax fee, not less than \$3.00, no more than \$25.00.

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

700 NW 19TH AVE.
Fort Lauderdale, FL 33311
TEL 954 828 5195
WWW.FORTLAUDERDALE.GOV



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

THANK YOU
FOR YOUR TIME AND CONSIDERATION.