

## **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 **MAD 4 MARKETING, INC.**, a Florida corporation (the "Consultant") having an address at 5255 N.W. 33<sup>rd</sup> Avenue, Fort Lauderdale, Florida 33009.

### **RECITALS**

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

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

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

### **2. Services and Responsibilities**

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

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

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

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

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

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

4. **Compensation and Method of Payment**

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

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

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

6. **Termination.**

6.1 **Termination by the Consultant.** The Consultant may terminate the Agreement if the HBCRA fails to make a payment as required by the Agreement followed by written notice thereof from Consultant to HBCRA and HBCRA's continued failure to make such payment for fifteen (15) days following the receipt of such notice. If the Consultant terminates the Agreement as set forth in the previous sentence, the Consultant shall be entitled to recover from

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

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

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

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

6.2.3 Otherwise materially breaches any provision of this Agreement.

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

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

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

**7. Insurance.** Consultant agrees to maintain, on a primary basis and at its sole expense, at all times during the provision of the Scope of Work and thereafter for the period of the applicable Statute of Limitations and applicable Statute of Repose the following insurance coverage's, limits, including endorsements described herein. The requirements contained herein, as well as HBCRA's review or acceptance of insurance maintained by Consultant is not

intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Consultant under any resulting contract.

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

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

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

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

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

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

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



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

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

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

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

9. **Miscellaneous**

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

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

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

9.3 Independent Contractor. This Agreement does not create an employee/employer relationship between the parties. It is the intent of the parties that Consultant is an independent contractor under this Agreement and not the HBCRA's employee for all purposes, including but not limited to, the application of the Fair Labor Standards Act minimum wage and overtime payments, Federal Insurance Contribution act, the Social Security Act, the Federal Unemployment Tax Act, the provision of the Internal Revenue Code, the State Workers Compensation Act, and the State unemployment insurance law. Consultant shall retain sole and absolute discretion in the judgment of the manner and means of carrying out Consultant's activities and responsibilities hereunder. Consultant agrees that it is a separate and independent enterprise from the HBCRA, that it has full opportunity to find other business, that it has to make its own investment in its business, and that it will utilize a high level of skill necessary to perform the services. This Agreement shall not be construed as creating any joint employment relationship between Consultant and the HBCRA and the HBCRA will not be liable for any obligation incurred by Consultant, including but 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. Zelkowitz  
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: Christine D. Madsen  
Mad 4 Marketing, Inc.  
5255 N.W. 33<sup>rd</sup> Avenue  
Fort Lauderdale, Florida 33009  
Telephone No. (954) 485-5448  
Facsimile No. (954) 485-5410

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.

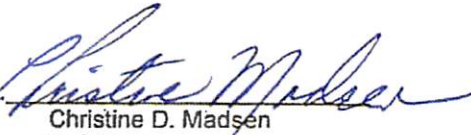
10. WAIVER OF JURY TRIAL. EACH PARTY WAIVES ALL RIGHTS TO ANY TRIAL BY JURY IN ALL LITIGATION RELATING TO OR ARISING OUT OF THIS AGREEMENT.

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:

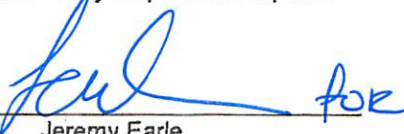
MAD 4 MARKETING, INC.  
a Florida corporation

By:   
Christine D. Madsen  
President


Dated: May 23, 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



**Hallandale Beach**  
COMMUNITY REDEVELOPMENT AGENCY

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

**NOVEMBER 16, 2021**



**Think like  
your customer**



**Think  
strategically**



**Think  
creatively**



**Think  
results**



**Think  
digital**

**Submitted by:**



5255 NW 33 Avenue Ft. Lauderdale, FL 33309

954.485.5448 [info@mad4marketing.com](mailto:info@mad4marketing.com)

**Contact: Laura Pierson • [laura@mad4marketing.com](mailto:laura@mad4marketing.com)**

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## Transmittal Letter

Mad 4 Marketing is a 29-year-old marketing and advertising firm with considerable experience working with companies and municipalities on branding and marketing initiatives. From the City of Coral Springs and Dania Beach CRA to Las Olas Boulevard and the Town of Cutler Bay, we have executed branding and awareness campaigns, strategic marketing and media plan development and execution, and community involvement programs throughout South Florida and beyond.

You can feel confident in your decision to hire Mad 4 Marketing because our dedicated and talented team of marketing, media and creative professionals have worked with many clients to promote their unique brands, programs, and events. What makes Mad 4 Marketing different? Our deep-dive assessment process will provide us with the knowledge and insights needed to fuel our creative process and we won't stop until we have absolutely nailed it!

Our understanding of the scope of work includes initiatives that will support your recently updated HBCRA Redevelopment Plan. It is evident in that plan that you understand the importance of marketing and public relations to engage your community in your activities to reignite creativity and culture, improve the quality of life for your residences, the viability of success for your businesses, and the opportunities available to your visitors. These marketing initiatives include a comprehensive marketing and branding plan, public relations including press release writing and distribution, social media management, website updates, and multiple types of communications/channels including blogs and email blasts/newsletters. Mad 4 Marketing has extensive experience handling similar project scopes.

We are committed to performing the work required in the time frame outlined in the RFP and our proposal is a firm and irrevocable offer until such time as a Board of Directors awards a contract as a result of this RFP.

The primary contact on this project will be Laura Pierson, Vice President and she can be reached at:

954-485-5448

[laura@mad4marketing.com](mailto:laura@mad4marketing.com)

5255 NW 33<sup>rd</sup> Avenue, Fort Lauderdale, FL 33309

Our Attorney of Record is Holly Moody.



Our local approach and familiarity with the City of Hallandale Beach and surrounding area will certainly be an asset as we have lived and worked in Broward County for many years (some of us over thirty years). This is **our** community and we look forward to helping you build your brand as a vibrant and distinct destination.

Sincerely,



Christine Madsen, President  
Mad 4 Marketing



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		<input type="button" value="Search"/>
<b>No Events   No Name History</b>		
<b>Detail by Entity Name</b>		
Florida Profit Corporation MAD 4 MARKETING, INC.		
<b><u>Filing Information</u></b>		
<b>Document Number</b>	V52687	
<b>FEI/EIN Number</b>	65-0354851	
<b>Date Filed</b>	07/23/1992	
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<b><u>Principal Address</u></b>		
5255 NW 33 AVE. FT. LAUDERDALE, FL 33309		
Changed: 03/10/2015		
<b><u>Mailing Address</u></b>		
5255 NW 33 AVE. FT. LAUDERDALE, FL 33309		
Changed: 03/10/2015		
<b><u>Registered Agent Name &amp; Address</u></b>		
MADSEN, CHRISTINE D. 5255 NW 33 AVE. FT LAUDERDALE, FL 33309		



track.measure.manage.

## Executive Summary

What makes Mad 4 Marketing different?

- Our deep-dive assessment process will give you the knowledge of the issues facing your brand, so you can build a smart plan to unleash future growth.
- We will find new and compelling ways to motivate consumers to visit, and businesses to find a new home in Hallandale Beach, giving you a competitive advantage to drive future growth.
- We will build a brand plan to help you make smart, focused decisions, so you can organize, steer, and inspire your team and stakeholders towards higher growth.
- We will be proactive in making sure messaging will work in multiple languages when transcreated, and will create an emotional connection with target audiences.
- We will work directly with the Greater Fort Lauderdale Alliance, whose primary purpose is to attract new businesses to Broward County, making sure they have all the tools needed to include the City of Hallandale Beach in their efforts.

In summary, we will...

- Establish a consistent brand look and voice across all marketing channels
- Determine the top 4-5 key marketing messages for the HBCRA that most clearly communicate competitive strengths and differentiation
- Use an integrated mix of media, internet, community and public relations, and targeted sales initiatives to communicate key messages and increase awareness of the HBCRA area among its target markets
- Optimize your social media presence and interactive marketing efforts
- Monitor results on a continuous basis, making adjustments as needed

From thought-leading ideas in destination marketing to breakthrough positioning and creative solutions for your local activities and attractions, Mad 4 Marketing will bring a unique approach to the HBCRA's goals and initiatives. And of course, we will maintain in good standing with all required licenses, certifications and permits as required.

## Staffing and Organization

Part of the Mad 4 Marketing philosophy involves a team approach to our accounts, so that knowledge and inspiration is shared. The common denominator behind our culture and success is our people...



## Summary of Proposed Services

Mad 4 Marketing looks forward to taking a deep dive into your culture and developing a strong marketing and media plan that will enhance your brand and image, and get it out into the community where it counts!

We will start with a Discovery Session, attended by several members of our team, your team and other stakeholders that can bring a healthy perspective. The information gathered will give us what we need to develop engaging messaging and creative campaigns that resonate with your target audiences, including residents, business owners and visitors.

We will build out a comprehensive plan that details campaign flight dates, channels, and paid media recommendations, all tying back to pre-set goals and objectives. We will provide tracking and measurement of all tactics with regular reporting on our success.

Public relations will also be part of the media mix, as we will always be looking for earned media opportunities, and ways to leverage our relationships with other organizations and businesses in the community.

The creative process is where we really have fun, designing and presenting multiple options for campaigns and creative approaches. After narrowing it down to your favorites, we will carry the concepts through in whatever formats are needed for the outreach, including email, print, digital, social and other channels. We will manage the process of developing the final creative assets, launching the campaigns and measuring their effectiveness.

Mad 4 Marketing believes in a 360 degree approach to marketing and brand awareness. It is critical that the look and messaging for the HBCRA remains consistent across all channels and we will ensure this happens.

## Minimum Qualification Requirements

Name of Project # 1:	Dania Beach CRA - Branding, Marketing, Media
Name and Location where provision of services were provided:	City of Dania Beach, Florida
Name of the Firm that was awarded the Contract for provision of the services.	Mad 4 Marketing
<p>Explain in detail how the Proposing Firm meets MQR # 2.</p> <p>Proposing Firm must <b>performed two (2) projects of similar size, scope and complexity or greater, to this RFP and specifications</b> within the <b>last five (5) years</b>, 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> <p>Mad 4 Marketing handled all aspects of the contract with Dania Beach CRA, including creative campaign development, media planning and placement, social media and event support. We designed all creative advertising pieces, content for social media and other communications. We also did SEO on the city website with substantial results.</p>
Date when awarded Contract started:	Month: January Year: 2019
Date when Contract was <b>completed</b> :	Month: November Year: 2019
Updated contact name, phone and email for Project Manager where services were provided to.	<p>Kathleen Weekes</p> <p>954-924-6801 x3739</p> <p>kweekes@daniabeachfl.gov</p>


Name of Project # 2:	City of Miramar Graphic design, event support, PR
Name and Location where provision of services were provided:	City of Miramar, FL
Name of the Firm that was awarded the Contract for provision of the services.	Mad 4 Marketing
<p>Explain in detail how the Proposing Firm meets MQR # 2.</p> <p>Proposing Firm must <b><u>performed two (2) projects of similar size, scope and complexity or greater, to this RFP and specifications</u></b> within the <b><u>last five (5) years</u></b>, 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> <p>Mad 4 Marketing currently handles all graphic design and creative development for all City Commissioners and the Mayor, supporting all events, newsletters and other communications to the residents and businesses of the City of Miramar. We also write press releases, assist with setting up events in EventBrite, do video production and the creation of content for social media.</p>
Date when awarded Contract started:	<b>Month:</b> August <b>Year:</b> 2020
Date when Contract was <b>completed</b> :	<b>Month:</b> <b>Year:</b> Contract is renewable for up to 5 years, in year 2
Updated contact name, phone and email for Project Manager where services were provided to:	Lorna Walker 954-602-3140 lewalker@miramarfl.gov



## Required Forms

The following pages are all required forms included in the RFP document.

**THIS PROPOSAL SUBMITTED BY:**

COMPANY:	Mad 4 Marketing, Inc.
ADDRESS:	5255 NW 33 Avenue
CITY & STATE:	Fort Lauderdale, Florida
ZIP CODE:	33309
TELEPHONE:	954-485-5448
DATE OF RFP:	11-16-2021
FACSIMILE NUMBER:	N/A
E-MAIL ADDRESS:	laura@mad4marketing.com
FEDERAL ID NUMBER:	65-0354851
NAME & TITLE PRINTED:	Christine Madsen, President
SIGNED BY:	

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

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



**VARIANCE FORM**

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

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

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

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

NONE

**LEGAL PROCEEDINGS FORM**

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

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

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

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

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

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

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

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

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

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

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

I, Christine Madson, President  
Name of Authorized Officer per Sunbiz Title

of mad 4 marketing, Inc.  
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.

Christine Madson  
Signature of Authorized Officer per Sunbiz

Christine Madson  
Print Name of Authorized Officer per Sunbiz

**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: \_\_\_\_\_

Title: \_\_\_\_\_

Signed and Sealed 16 day of Nov, 2021

**Domestic Partnership Certification Form**

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

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

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

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

**Check only one box below:**

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

- ☐ 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, Christine Madsen, President  
Name of authorized Officer per Sunbiz Title  
of mad 4 marketing, Inc  
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.

Christine Madsen Christine Madsen  
Signature Print Name

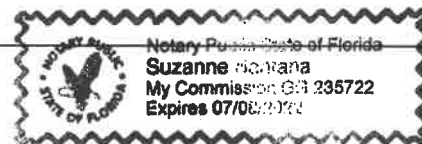
STATE OF Florida

COUNTY OF Broward

SWORN TO AND SUBSCRIBED BEFORE ME THIS 14 DAY OF  
November, 2021 BY Christine Madsen

TO ME PERSONALLY KNOWN OR PRODUCED IDENTIFICATION:

(type of ID)  
Suzanne Santana  
Signature of Notary  
Suzanne Santana  
Print Name of Notary Public



Commission expires





**CONFLICT OF INTEREST NOTIFICATION REQUIREMENT QUESTIONNAIRE**

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

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

*Mad 4 Marketing, Inc.*

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.

*Christine Nielsen*  
Signature of person/Firm

*11/14/21*

Date

**DRUG-FREE WORKPLACE FORM**

The undersigned vendor in accordance with Florida Statute 287.087

Hereby certified that Mad 4 Marketing, Inc. 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:	11/16/21	FIRM'S SIGNATURE:	
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**ANTI-KICKBACK AFFIDAVIT**

STATE OF Florida )  
COUNTY OF Broward ) 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 of Authorized Officer per Sunbiz

Christine Madsen  
Print Name of Authorized Officer per Sunbiz

President  
Title of Authorized Officer per Sunbiz

Sworn and subscribed before me this 16 day of November, 2021

NOTARY PUBLIC

State of Florida at Large



My Commission Expires: \_\_\_\_\_



### 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, Christine Madsen, President  
Name of authorized Officer per Sunbiz and/or legal documentation Title

of Mad 4 Marketing, Inc.  
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.

Christine Madsen President  
Signature Title

**SCRUTINIZED COMPANIES**

The undersigned vendor in accordance with Florida Statute § 287.135

Hereby certify that Mad 4 Marketing, Inc.  
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**

## Qualifications and Experience

Choosing an agency to provide creative and engaging messaging across a wide variety of platforms and media, and that can advise and manage all of your media planning and buying often involves more than reviewing the agency's qualifications. It often involves looking at its reputation, its size, its capabilities, and its personality plus the perceived chemistry between your staff and the agency's.

- If it's **by reputation**, we have built a reputation for being able to maintain the integrity and efficacy of marketing and promotional programs while embracing the personality and tone of our clients in order to reach your diverse audiences. We will immerse ourselves in your city's unique flavor, embrace the vision for each your initiatives and work as your partners to ensure each gets the attention it deserves.
- If it's **by size**, we're a medium-sized agency. Unlike the larger firms, we don't have account representatives that act as middle people. That means we offer you direct communications with the actual people who are doing the work. That's the most effective way to build long lasting relationships that will benefit you in the short and the long term. And those in-person meetings are no trouble at all. We're local.
- If it's **by capabilities**, what we offer is a practical holistic approach, one that takes into account how each piece of the plan – from messaging to media – affects the others. We track our progress and, as a medium sized firm, we are nimble and have the ability to make necessary changes and optimize over time. And as we mentioned earlier we are a full-service advertising agency so you have all the resources you need under one roof.
- If it's **by personality or chemistry** or "x" factor, we completely understand that working with a marketing firm is as much about the fit as it is about the experience. We believe in consensus building and we work hard at developing long-term relationships with our clients.

Agency President, Christine Madsen, prides herself in being closely involved in all strategic planning and client relationship management for our clients and would provide this oversight to the HBCRA on an ongoing basis.

We work with clients of all sizes, in many industry verticals. Some of these currently include:

- The City of Miramar
- Sarasota County Area Transit
- Fort Lauderdale Water Taxi
- Suntex Marinas
- The Las Olas Company
- Broward County Transit
- Broward Health
- Palm Beach County Medical Society

Mad 4 Marketing started almost 30 years ago as a traditional marketing and advertising agency. Although we have award-winning creative, a very strong brand development process and manage all traditional advertising channels, we have embraced the digital age and with it, the interactive marketing services that include website design and development, social media management (paid and organic), search engine optimization, digital and email marketing and more. As technology changes rapidly, it is critical to have experts in each of these areas to stay ahead of the curve and remain strategic and proactive for our clients. We encourage lifelong learning and provide ongoing training and education to our team members.

At a minimum, we expect the following team members to be assigned to your account:

#### **Christine Madsen – President**

Christine is founder and President of Mad 4 Marketing. She comes from a marketing and print/design background where she discovered her true entrepreneurial spirit. She opened the agency in 1992 and never looked back. By surrounding herself with dedicated professionals who have a diverse set of skills, she has built the agency and her standing in the community where she has served in numerous leadership roles such as Chair of the Greater Ft. Lauderdale Chamber of Commerce, and President of the Fort Lauderdale Executives' Association. She also believes in giving back to the community and has served on many non-profit boards. Through these relationships, she has been able to serve our clients well, providing countless introductions and cooperative efforts that benefit all parties involved.

#### **Laura Pierson – Vice President**

Laura is enjoying her 9<sup>th</sup> year at Mad 4 Marketing where she manages client relationships, strategic planning and results-driven campaigns. With a strong background in graphic design and digital marketing, she understands the importance of combining compelling creative and data to generate the best possible outcome and ROI for her clients. She was the primary

point of contact on the City of Dania beach account where she managed all aspects of their brand awareness efforts, working directly with the CRA and PIO.

Laura will be the main point of contact for the HBCRA project, should we be fortunate enough to win this bid.

### **Monica Morena – Account Management**

Throughout Monica's career, she has worked in all aspects of the marketing and advertising business. Her 10 years of experience marketing numerous industries gives her a unique, "big picture" viewpoint of marketing strategy and execution and her tenacious focus on ROI has helped her succeed in growing our clients' business. Monica's areas of expertise include:

- Marketing strategy and execution
- Multimedia advertising campaigns utilizing traditional, non-traditional and grassroots media
- Innovative creative conceiving and execution
- Vendor and resource management
- Project management

### **Anne Grigsby – Senior Art Director**

A creative visionary with over 15 years of experience, Anne's creative passion coupled with her strong business sense delivers unique and targeted marketing solutions. Anne has a BFA specializing in Graphic Design from the University of Florida and has worked in major markets such as Toronto, Dallas and South Florida. She is a respected strategic thinker, team leader and creative manager. Her work has been awarded and recognized by the Florida Direct Marketing Association's Max Sackheim Creative Awards, The American Advertising Federation's ADDY Awards, and the National Mature Media Awards.

### **Ellen Crane – Public Relations**

Ellen Crane has a proven background in providing strategic public relations planning and execution in public and private companies, governmental organizations and nonprofits. A strong writer with a curious mind, Ellen enjoys the process of listening to clients' visions,

and then applying creative communications techniques that deliver measurable results.

She previously served as Director of External Affairs and Communications for Boca Raton-based Cancer Treatment Centers of America® (CTCA), a national network of hospitals and outpatient facilities that treat adults fighting cancer. Before joining CTCA, she managed her own public relations firm for more than 15 years. Among her clients were the statewide law firm Broad and Cassel, Canon Solutions America, Broward Education Foundation, John Knox Village Foundation, YMCA of South Palm Beach County and the Lighthouse of Broward.

Throughout her career she has held senior public relations positions with such major companies as the Aluminum Company of America in Pittsburgh, Pennsylvania; American Airlines in Fort Worth, Texas; and Hill and Knowlton in Tampa and Fort Lauderdale, Florida. She also worked for Offerdahl's Bagel Gourmet during its transition to Einstein Bros Bagels, the Fort Lauderdale law firm of Tripp, Scott, the e-learning company LearningPays.com, and the Barbar Group, a Boca Raton-based real estate firm.

### **Duffey Anderson – Social Media Manager**

A graduate of the University of Florida, Duffey is well-versed in the latest industry trends of the digital world — from KPI tracking to graphic design. Her interest in the Communications field started while growing up with her father owning his own advertising business in Key West, FL. Duffey was constantly surrounded by and learning about the advertising and marketing world. Leading by example, her father taught her the importance of connecting with clients on a personal level.

Duffey loves working in advertising because it combines with her love for the arts, requiring creativity and thinking outside the box to reach people. Duffey worked for different media organizations managing and developing social platforms and leading marketing efforts. Duffey brings a fresh perspective and innovation to the social media accounts she manages.

### **Relevant Projects/Clients**

Mad 4 Marketing has had the pleasure of working with numerous clients over the years on similar project scopes. Below are some of our favorite examples that demonstrate our ability to perform the desired scope of work for the City of Parkland.



**The City of Dania Beach - Contract Description:** The overall objective was to introduce and create awareness for the city's new branding (new logo, tagline, look and feel) through exciting creative and strategic media planning/placement.

Specific projects included in this contract are:

- Strategy and planning for all campaigns
- Creative development for print, out-of-home, and digital advertising
- Media planning and placement, reporting on digital campaign performance
- Search Engine Optimization
- Social Media content development, posting and monitoring, fan acquisition, and reporting

Challenge:

The City of Dania Beach was Broward County's first incorporated city. It was known as a sleepy historic town with lots of antique shops and older residents. The City's new brand needed to show current and prospective residents, as well as businesses that Dania Beach was becoming an exciting place to live, work and visit, due to a lot of new development in the area. New restaurants, stores, hotels and other businesses are re-energizing this city and people needed to know about this great growth. The overall budget for this annual contract was \$200,000 with 50% being media budget.

Resolutions:

Mad 4 Marketing immersed ourselves in this community, attending events, city commission meetings, and talking to residents and business owners. We then developed and executed a strong media plan and creative advertising campaign that would create buzz and get people talking.

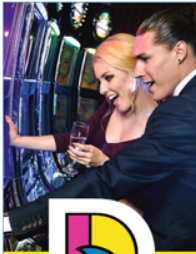
We also corrected significant architectural issues with their website (these are common in municipality sites that are using a government web platform) to improve their search engine rankings and overall presence. We significantly increased the number of monthly impressions on google, as well as the number of visitors to their site coming from organic search.

Additionally, we increased their presence (followers and Likes/engagement) on Facebook and Instagram by posting branded content, sharing great photos from residents, and developing brand ambassadors that love talking about their awesome city. We also monitored responses to be sure we were answering inquiries, engaging with those who were engaging with us, and keeping that conversation going. **We are proud to say our creative won two Addy Awards for 2019.**





**COME FOR THE SEA LIFE**



**STAY FOR THE NIGHTLIFE**



**DISCOVER DANIA BEACH**



**OPEN FOR BUSINESS**

The City of Dania Beach takes pride in not just welcoming new businesses — but helping them thrive. We are attracting visitors from near and far with our freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to satisfy everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.

**DISCOVER DANIA BEACH**

**SEA IT. LIVE IT. LOVE IT.**

DANIABEACHFL.GOV




**COME FOR the SAND**

**STAY FOR the BAND**

Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment. Come discover why Dania Beach is the destination that is easy to get to, easy to park, and easy to love.

**DISCOVER DANIA BEACH**

**SEA IT. LIVE IT. LOVE IT.**

DANIABEACHFL.GOV



**COME FOR the SEA LIFE**

**STAY FOR the NIGHT LIFE**

Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment. Come discover why Dania Beach is the destination that is easy to get to, easy to park, and easy to love.

**DISCOVER DANIA BEACH**

**SEA IT. LIVE IT. LOVE IT.**

DANIABEACHFL.GOV



**SEA IT. LIVE IT. LOVE IT. DISCOVER DANIA BEACH**

**DISCOVER DANIA BEACH**

DANIA BEACH  
DANIABEACHFL.GOV



## The Las Olas Company

Contract Description: The overall objective was to elevate the branding for The Las Olas Company in order to attract new tenants, support existing tenants, and drive consumer traffic from vacationers and locals. Our ability to reach downtown residents and working professionals, as well as residents of surrounding cities and suburbs was key to driving this traffic.

Specific projects included in this contract were:

- Brand tagline and messaging development
- Website design and development
- Media planning and placement
- Creative development for print and digital advertising

Challenge:

The Las Olas Company owns 80% of the real estate on Las Olas Boulevard and, in the past, had not needed significant marketing of the company to do well. They have always stayed in the background and focused on promoting the Boulevard's merchants, rather than themselves. With the increasingly competitive real estate environment, they found themselves needing to make their presence known in order to attract the right mix of merchant tenants to the Boulevard.

Mad 4 Marketing recognized the need for bolstering the company brand, while simultaneously driving traffic to the boulevard to make real estate that much more desirable, and keep their tenants successful and happy.

Resolutions:

Mad 4 Marketing took The Las Olas Company through our Branding Process in order to identify their brand essence and develop a new tagline and messaging that resonates with their target audiences.

We also designed a fresh, new website, that included strategic content areas using this messaging, and have been able to drive prospective tenants and consumers alike to The Las Olas Company and Las Olas Boulevard.

Additionally, we developed an award-winning print ad campaign that ran in local magazines and in-room cruise publications. These ads illustrate the new branding of "The Las Olas Experience" with various themes from Shopping, to Happy Hour, Dining and more. These same themes were used in a programmatic digital advertising campaign that drove thousands of new visitors to the website, specifically the Merchant Directory.



EXPERIENCE THE LAS OLAS LIFE FOR *Mother's Day*



MAKE HER DREAMS COME TRUE. There's a dining and shopping experience or second or third time a mom has been, and a Las Olas Boulevard will you'll find an often way to express what she means to you with a great restaurant, boutique, gallery, and a wide array of all the things that make her dream life a reality.

SHOP | DINE | STAY | PLAY

EXPERIENCE THE LAS OLAS LIFE



IT'S ALWAYS GIRL'S DAY OUT HERE ...

Whether it's being pampered at the spa, lunch with the girls or a little retail therapy, Las Olas Boulevard offers the best array of fashion boutiques, galleries, salons, and sidewalk cafes. Come experience the Las Olas Life, where you can make up for lost time by completely losing track of it.

SHOP | DINE | STAY | PLAY



EXPERIENCE THE  
LAS OLAS LIFE  
— for —  
*Father's Day*



SHOP | DINE | STAY | PLAY

VISIT OUR  
DIRECTORY

EXPERIENCE THE LAS OLAS LIFE



IT'S ALWAYS  
DATE NIGHT  
HERE



SHOP | DINE | STAY | PLAY

VISIT OUR DIRECTORY

SHOP | DINE | STAY | PLAY



EXPERIENCE THE  
LAS OLAS *Holiday* LIFE



VISIT OUR DIRECTORY



track.measure.manage.

## Additional Branding Project Examples:

### Accounting Ally



Mad 4 Marketing worked with a well-established accounting firm to develop a new business channel for on-line bookkeeping support, offering different levels of assistance to small and medium businesses. We provided multiple options for names and they chose Accounting Ally. We subsequently developed their logo, tagline (*Relevant. Reliable. Realtime.*) and messaging for the website that we built for them.

### WITHmyDOC – Web-enabled Intelligence Transforming Healthcare



Healthcare Technology is a booming business, and we are fortunate to be working with a start-up that is taking the Remote Patient Monitoring world by storm. Mad 4 Marketing has fully branded this company, including logo and design/development of their website. As agency of record, we continue to develop sales and marketing materials, training guides and ad creative.

### More logos...

Mad 4 Marketing has designed MANY logos over the years. Below are some of our more recent favorites.



## Other Relevant Government Projects:

### City of Miramar

Contract for City of Miramar Marketing and Communications Department

Prime Contact: Lorna Walker

Contract dates: 7/2020 – 6/2022

M4M has been hired to provide marketing services to all City Commissioners and the Mayor.

Deliverables include:

Creative design for all event promotion materials (flyers, social media graphics, banners, Webex backgrounds, vehicle graphics, etc.)

Video production

Press releases

Event set-up on EventBrite

Facebook Live event materials/speaking points

Media planning and placement





 **COMMISSIONER ALEXANDRA P. DAVIS**  
PRESENTS  
**TURKEY & FIXINS'**  
DRIVE-THRU PICK-UP

**FIXINS' SATURDAY**  
NOVEMBER 13, 2021

DRIVE-THRU PICK-UP:  
NOON - 2 PM

**MIRAMAR MULTI-SERVICE COMPLEX**  
6700 Miramar Parkway • Miramar, FL 33023

Register for your **FREE Turkey & Fixins'** in the parking lot  
Courtesy of Commissioner Alexandra Davis

**WHILE SUPPLIES LAST • MIRAMAR RESIDENTS ONLY**

For more information, call 954-602-1234

Register Link: <https://EVENT NAME HERE>

 **COMMISSIONER ALEXANDRA P. DAVIS**  
Putting You First... Keeps Us First

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 **COMMISSIONER ALEXANDRA P. DAVIS**  
PRESENTS  
**TURKEY & FIXINS'**  
DRIVE-THRU PICK-UP

**WHILE SUPPLIES LAST • MIRAMAR RESIDENTS ONLY**

**FIXINS' SATURDAY**  
NOVEMBER 13, 2021

**TURKEY SATURDAY**  
NOVEMBER 20, 2021

**DRIVE-THRU PICK-UP**  
**10 AM - NOON**  
**MIRAMAR MULTI-SERVICE COMPLEX**  
6700 Miramar Parkway  
Miramar, FL 33023



## MAYOR WAYNE MESSAM'S 4TH ANNUAL AVIATION EXPO 2021



**SCHOOL DAY** (Field Trip)  
Friday, December 3, 2021  
9am - 3pm

**COMMUNITY DAY**  
OPEN TO THE PUBLIC  
Saturday, December 4, 2021  
9am - 3pm

**FREE EVENT!**  
MIRAMAR REGIONAL  
PARK AMPHITHEATER



**MAYOR WAYNE M. MESSAM**

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## City of Coral Springs

Prime Contact: Liz Kolodney

Contract dates: 12/2017 – 3/2018

M4M was hired to promote awareness and encourage voting for a Government Obligation (GO) Bond.

Deliverables included:

- Full branding for the campaign including logo and messaging
- Print and digital collateral creative
- Outreach plan
- Attendance and support at Town Meetings
- Copywriting

## City of Ft. Lauderdale Parks Department

Prime Contact: Jim Ellis

Contract dates: 1/2019 – 3/2019

M4M was hired to assist with an awareness campaign to gain support for a Parks and Police Safety Bond.

Deliverables included:

- Web development
- Print and digital collateral creative
- Copywriting

### **City of Ft. Lauderdale**

Prime Contact: Marc Fein

Contract dates: 9/2021 – 10/2021

M4M was hired to develop creative concepts for increasing engagement on the City's social media channels.

Deliverables included:

- Creative concepts with examples of how they could be used in different formats/channels

### **Town of Cutler Bay**

Prime Contact: Rafael Casals

Contract dates: 1/2018 – 6/2018

M4M was hired to promote awareness and encourage voting for a Government Obligation (GO) Bond.

Deliverables included:

- Full branding for the campaign including logo and messaging
- Print and digital collateral creative
- Outreach plan
- Attendance and support at Town Meetings
- Grass roots efforts including a street team that went door to door
- Copywriting

### **Broward County Public Schools**

Prime Contact: Ruth Johnson

Contract dates: 1/2017 - present

M4M was hired to promote School Choice and Magnet Programs. It is an annual campaign run every January and February to drive awareness, Open House attendance and applications.

Deliverables include:

- Media planning and placement (digital, social and radio advertising)
- Digital banner creative
- Radio scripting
- Video editing



## Project Approach

Reaching South Florida consumers means connecting with everyone. It requires a cultural agility that reaches across borders with messaging that is appropriate to each community. To that end, the development and implementation of a multi-media, multi-cultural, integrated campaign is imperative in South Florida's fragmented media environment. Mad 4 Marketing will be proactive in reaching the all-important Hispanic and Haitian markets by developing integrated marketing plans and messaging that will resonate with these audiences.

Like many agencies, we use a proprietary process that informs every key deliverable in the creation of campaigns and brand development engagements. Unlike many agencies, our process has been tested, tweaked, and proven over and over again with countless clients and campaigns. We do not have a slick name for our process like brandgeneering or thinkology, we simply call it our "Planning Process" and it is intensely focused on one thing: Outcomes. Take a peek:



In a nutshell, we take a good look at where you've been, get a firm understanding of where you want to go, and then we do everything it takes to get you there!



We also make the most of the tools available, including our project management platform, Basecamp. This platform houses all assets, discussions, and key information for each project. It also allows for easy communication between our team and yours, including contact information, tasks assigned, approvals, and status updates. It is web-based so it is accessible from just about anywhere at any time. This tool keeps everyone in the loop, on task, and on time.

### Strategic Planning

Long term strategic planning is a critical function of each client's success. Understanding the internal environment and goals of your organization, as well as the external business, economic and competitive environment is crucial so that the use of resources is both effective and efficient. Mad 4 Marketing has gained insights and compiled information from working with municipalities, shopping districts, travel and tourism companies, and other relevant industries.

We recognize the importance of maintaining a strong relationship with the GFLCVB, and creating and maintaining similar opportunities with tourism agencies from other cities and other countries.

Our analytical approach coupled with our technology tools, assure that you will understand your visitors and how to reach and interface with them most effectively. Taking an integrated or more "holistic" approach to strategic planning assures better results and more accurate tracking during and after the campaigns.

### Advertising Campaign and Development; Creative Services

We offer a variety of creative services to establish and integrate the brand and promotional themes throughout the media matrix. Regardless of the size or type of initiative, Mad 4 Marketing will present a unified look that will resonate with your audiences; this consistency of communication in look and tone will help to reinforce your brand. These services are done in-house and include creative direction, layout, design and copy writing for all print, collateral, broadcast, signage and interactive projects.

## Public Relations

We offer senior-level and strategic public relations counsel to organizations in all industries throughout the South Florida area and beyond.

Our PR team's experience spans more than four decades, working with such industry giants as ALCOA, American Airlines and Hill and Knowlton. Our services include:

- Strategic Planning
- Crisis Counseling
- Community Relations
- Charitable Partnerships
- Media Relations/Publicity
- Writing and Editing
- Thought Leadership Development
- Business Development
- Reputation Building Strategies
- Integrated Marketing Support

## Social Media

It is vastly important in today's fragmented media environment, to choose the appropriate platforms to support your other marketing initiatives. Destination marketing is very visual and lends itself perfectly to many Social Media channels. Mad 4 Marketing will develop a strong content calendar for each chosen channel that will take the stress out of consistent posting. This calendar will contain a mix of different types of posts to keep your followers engaged. We will monitor this engagement in order to optimize the content over time and increase your reach. Supporting your team with best practices in responding to positive and negative sentiment will build brand ambassadors and grow your fan base, not to mention create a buzz around events and activities going on in your community.

## Interactive and Social Marketing Services

The Interactive Services we offer include concept, design, development, database servicing

and one-to-one marketing campaigns thus translating your objectives into consistent, effective interactive marketing strategies. Specific capabilities include web site design and programming, email marketing, mobile marketing, search engine marketing, social and digital advertising, and search engine optimization (SEO).

### Media Planning and Buying

Mad 4 Marketing provides the full range of media services to our clients:

- Media and market research which adds guidance for target identification and strategic direction
- Platform neutral media planning, negotiation, buying
- Online tracking, optimization and campaign maintenance
- Performance verification, invoice auditing, reconciliation and billing
- Budget management and full disclosure to clients

The development and implementation of effective media campaigns depends on having the right team of media people equipped with state of the art resources. The Mad 4 Marketing team has kept up with the rapid changes driven by technology. Although the media plans mirror today's media habits and the new economic realities, the structured media planning process is built on a solid foundation that has stood the test of time.

Multi-channel campaigns –

The development and implementation of a multi-media campaign in today's media environment is no easy task. There is no question that digital marketing opportunities have been a "game changer". However, as we often say to our clients "there is no silver bullet when it comes to media." Mad 4 Marketing understands how to use traditional and digital media together for optimum results – not an easy task considering the ever-changing, and evolving digital marketing world.

The media planning process includes the following steps:

1. Identify or confirm the HBCRA target audiences based on media research, client input and tourism data
2. Define the geographic targets to locate and focus our efforts where the ROI is likely to be the highest

### 3. Competitive Analysis

- Consider ad spending trends for key competitive set
- Analyze competitive media expenditures primary target geographies

### 4. Determine the media objectives and strategies

### 5. Review the current and recent media plans to assure a smooth transition and to build on past success

### 6. Evaluate the many media options available

- Analyze the media for core target audience delivery and cost efficiency
- The media environment must be congruent with the values and image of the HBCRA

### 7. Explore prospective “partnerships” with key media and invite them to submit proposals

### 8. Determine the optimal media mix and flighting tactics

- Present a comprehensive media recommendation including rationale, supporting research, budget summary and detailed media flowcharts (updated throughout the year)

### 9. Reserve a contingency fund for opportunistic buys

### 10. Make necessary plan revisions based on feedback

### 11. Finalize rate negotiation and merchandising (added value) packages

### 12. Maintain buys with vigilance, always looking for ways to improve or upgrade the schedules.

Every component of the plan will be customized according to the various target audiences and specific goals, and will work together as one and communicate in a single voice. Our media strategists have long-standing relationships with media representatives which helps to better leverage your media buys, negotiate value-added benefits, and to keep your promotional opportunities top-of-mind.

### Research and Analytics

Mad 4 Marketing discovers consumer direction through research. Building a foundation and strategic plan upon knowing your target audience and its behaviors is crucial to results-driven marketing. We use this research to develop personas for your targets and drill down into what makes them act, and what actions indicate buying behavior (e.g. theater tickets, sporting

events, etc.). Incorporating measurement mechanisms for this behavior to continually evaluate the success of the plan is also part of Mad 4 Marketing's methodology. All campaigns will have measurable goals in place at launch. We will use tracking tools like Google Analytics, digital dashboards, and social insights to measure engagement, traffic and conversion rates. These results will guide our decisions on all future campaigns. This is why our mantra is "Track, Measure, Manage".

### Account Management

The account services team is prepared to adjust to the daily changes that occur within today's business world. Our communication style allows your team to know daily what is happening, but not be inundated with all the details of the initiatives. Several tools are utilized to make sure we are all working collaboratively, including detailed conference reports following each meeting, time lines and weekly project status reports to track the life of a promotion/project which will be shared and will also live in our project management platform, Basecamp. This will serve as a client information portal exclusive for your staff where you will have all of this at your fingertips, 24/7. Being proactive in terms of new plans, timing, planning and setting initiatives is an integral part of the process.

We will also attend all required City Commission, CRA Board and staff meetings as well as work seamlessly with your team.

## References

Please see reference forms on the following pages.

<b>Name of reference:</b>	Kathleen Weekes	<b>Phone:</b>	954-924-6801 x3739
<b>Title of reference:</b>	CRA Operations Manager	<b>E-mail Address:</b>	kweekes@daniabeachfl.gov
<b>Company/Employer:</b>	City of Dania Beach		

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

<b>1. What was the scope of work provided and completed by the Firm?</b>
<ul style="list-style-type: none"><li>• Strategy and planning for all campaigns</li><li>• Creative development for print, out-of-home, and digital advertising</li><li>• Media planning and placement, reporting on digital campaign performance</li><li>• Search Engine Optimization</li><li>• Social Media content development, posting and monitoring, fan acquisition, and reporting</li></ul>
<b>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?</b>
Mad 4 Marketing was very diligent about meeting their deadlines and assigning adequate personnel to our account.
<b>3. How long was the awarded Contract for?</b>
January 2019 - November 2019



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

The Mad 4 Marketing team showed great knowledge and professionalism in all aspects of their work with us. We had cell numbers and never had issues with accessibility or response time.

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

See answer above. No 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.

They were very good about providing reporting and meeting with us regularly to keep us up to date on all initiatives. the quality of the work was top notch. Our creative won awards and our City Commissioners were very happy with the work done.

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

Mad 4 Marketing was adept at managing many personalities and handling limitations with things like website access and communication with the City officials. Very satisfied.

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

Very satisfied.

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

**ADDITIONAL COMMENTS:**


**SIGNATURE:** Kathleen Weekes **Date:** 11/14/21

<b>Name of reference:</b>	Lorna Walker	<b>Phone:</b>	954-602-3140
<b>Title of reference:</b>	Chief Marketing Officer	<b>E-mail Address:</b>	lewalker@miramarfl.gov
<b>Company/Employer:</b>	City of Miramar		

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?

- ☒ Creative development for all event collateral (print and digital) for each of the five City Commissioners including the Mayor
- ☒ Event set-up (Eventbrite)
- ☒ Website updates
- ☒ Social Media content development
- ☒ Press Releases

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?

M4M is very dedicated and detailed oriented. The agency double checks all orders to ensure accuracy of requests, is flexible with changes/ additions to the work order. M4M is diligent and consistently meets deadlines, even with very short turn arounds.

3. How long was the awarded Contract for?

August 2020 - Present  
3 years with options to renew

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

M4M is very accessible and responsive. Any issues or miscommunications are quickly resolved and addressed. They deliver quality creative solutions and are quick to pivot and tweak as needed to ensure the best outcomes.

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

Any issues or miscommunications are quickly resolved and addressed.

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

M4M actively seeks to clarify the orders upfront to avoid any miscommunications on output. If there are any creative designs that do not meet expectations, M4M is very accessible and responsive and work quickly to rectify.

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

M4M provides design services/communications support for elected officials' programs and initiatives. M4M quickly learned the nuances of each elected official and was able to design and deliver based on their individual needs/colors. They work on very short turnaround times, and with numerous sets of changes affecting multiple sizes. They work well under pressure and always deliver on time.

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

Above satisfactory


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

**ADDITIONAL COMMENTS:**


SIGNATURE: *Jorner Walker* Date: 11/15/21

## Addenda

### I ACKNOWLEDGE RECEIPT OF ADDENDUM # 1:

Company	Mad 4 Marketing
Name of person signing below	Laura Pierson
Title	Vice President
Signature	
Date	11/15/21



## Cost Proposal

Please see the following pages for cost proposal sheets.



## **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	\$ 150	\$ 25,000	\$ 20,000	\$ 20,000
2.	Public Relations	\$ 150	\$ 10,000	\$ 10,000	\$ 10,000
3.	Press releases generation and distribution	\$ 100	\$ 6,000	\$ 6,000	\$ 6,000
4.	Social media account and management	\$ 125	\$ 12,000	\$ 10,000	\$ 10,000
5.	Email newsletter	\$ 75	\$ 6,000	\$ 6,000	\$ 6,000
6.	Email blasts	\$ 75	\$ 12,000	\$ 12,000	\$ 12,000
7.	Blogs	\$ 100	\$ 5,000	\$ 5,000	\$ 5,000
8.	Websites	\$ 150	\$ 6,000	\$ 6,000	\$ 6,000
TOTAL PER YEAR:			\$ 82,000	\$ 75,000	\$ 75,000
TOTAL FOR 3 YEAR TERM:			\$ 232,000		

**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	\$ 100
2.	Promotional services	\$ 100
3.	Crisis management	\$ 150
4.	Consultation services	\$ 125
5.	Photography	\$ 150
6.	Videography	\$ 200
7.	Printing and website design	\$ 150
8.	Maintenance services	\$ 100
	<b>Additional Services. Describe below in rows 9-11:</b>	
9.	Market Research	\$ 150
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, Christine Madsen, President  
Name of authorized Officer per Sunbiz and/or legal documentation Title  
of Mad 4 Marketing, Inc.

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.