

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 **UPSCALE EVENTS BY MOSAIC, INC.**, a Florida corporation (the "Consultant") having an address at 5840 Corporate Way, Suite 250, West Palm Beach, Florida 33407.

RECITALS

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

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

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

2. Services and Responsibilities

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

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

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

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

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

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

4. Compensation and Method of Payment

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

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

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

6. Termination.

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

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

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

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

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

6.2.3 Otherwise materially breaches any provision of this Agreement.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

9. **Miscellaneous**

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

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

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

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

9.4 Assignments; Amendments.

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

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

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

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

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

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

Copy to: Steven W. 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: Ann Marie Sorrell
Upscale Events by Mosaic, Inc.
5840 Corporate Way, Suite 250
West Palm Beach, Florida 33407
Telephone No. (561) 651-9565
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:

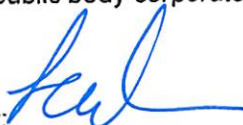
UPSCALE EVENTS BY MOSAIC, INC.,
a Florida corporation

By: 
Ann Marie Sorrell
President


Dated: May 24, 2022

HBCRA:

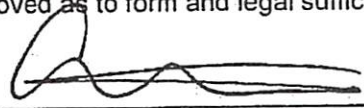
HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY
a public body corporate and politic

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

**HALLANDALE BEACH COMMUNITY
REDEVELOPMENT AGENCY
REQUEST FOR PROPOSALS
(RFP) # FY 2021-2022-CRA001
MARKETING, SOCIAL MEDIA, BRANDING,
PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES
Response Opening November 16, 2021 at 11:00AM**



Submitted by
Upscale Events by Mosaic, INC D.B.A. The Mosaic Group
405 NW 7th Avenue · Fort Lauderdale, FL 33311
(561) 651-9565 – (866) 711-0987 Fax
Ann Marie Sorrell, President & CEO
annmarie@mosaicgroup.co

November 16, 2021

TABLE OF CONTENTS

Section 3. Transmittal Letter

Section 4. Executive Summary

Section 5. Minimum Qualifications Requirements (MQRs)

Section 6. Required Forms

Section 7. Firm's Qualifications & Experience

Section 8. Approach to the Project

Section 9. Past Performance & References

Section 10. Cost Proposal

Section 11. City of Hallandale Beach Local Vendor Preference

Work Samples

A. Transmittal Letter

Dear Members of the Selection Committee,

In response to Solicitation FY 2021-2022-CRA001, we are pleased to submit our letter of interest to offer marketing, social media, branding, public relations and graphic design services for the Hallandale Beach Community Redevelopment Agency. Hallandale Beach is in high gear with many new and exciting initiatives despite the challenges of the last couple of years. We understand your needs as we have been working alongside your team for three years, and particularly during one of the world's toughest public health crises, the COVID-19 pandemic. We understand your goals that are identified in the CRA Strategic Plan, and they must be achieved with a strong top of mind, innovative, and cutting-edge marketing, public relations and community driven communications program. The Mosaic Group have and will continue to bring tremendous amount of experience in public relations, media campaigns, marketing strategies, branding, advertising, public involvement, corporate and government affairs, multicultural marketing, quantitative and qualitative research, digital marketing strategies, digital data analytics, crisis management, grassroots community outreach, and video production management.

The Mosaic Group is an award-winning South Florida based, minority and woman-owned business enterprise that was incorporated in 2005 and has served over 500 clients and projects locally, regionally, and globally. *We are a Broward County Certified Business Enterprise (CBE).* Our team is comprised of a highly qualified and seasoned group of experts. Our multi-cultural team of English, Spanish, and Creole speaking communications specialists has over 150 years of combined experience in serving the diverse makeup of South Florida residents and businesses. The Mosaic Group has served the Hallandale Beach Community Redevelopment Agency for three years as well as other clients of Broward County including Broward College, Broward Health, City of Fort Lauderdale, City of Fort Lauderdale Housing Authority, and United Way of Broward County, to name a few.

Project Principal, Ann Marie Sorrell has more than seventeen years' experience in client relationship management, project management, branding, marketing, advertising, public relations, government relations, and community engagement. As President & CEO of The Mosaic Group, she has managed more than 500 campaigns and clients ranging from budgets of \$10,000 to \$3 billion. She is well respected and connected business leader throughout South Florida and was elected in November 2020 to serve as Supervisor of Palm Beach Soil & Water Conservation District, Seat 2. Ann Marie recently received the South Florida Business Journal's 2021 Influential Business Woman Award and the South Florida Business & Wealth Magazine's 2021 Prestigious Woman Award.

We believe we are the best firm for HBCRA marketing efforts as we bring extensive experience marketing to residents of South Florida, including over three decades of combined professional experience and business acumen, familiarity with government clients, policy makers, government officials, private industry, and other interest groups; Hands-on experience in marketing and branding activities; and a track record for conducting market research, marketing strategies that result in greater awareness, visibility, and community engagement; Strong assessment skills to identify community needs, coupled with the flexibility to customize research, analysis, strategies and reporting, to meet the Broward County Board of County Commissioners budget and priorities.

It is no secret that our frontline team has direct access to media outlets locally, throughout the United States and internationally allowing a more hands-on approach to organize, inform, and engage. The Mosaic team understands the sensitivity of providing the Hallandale Beach CRA's target audiences with timely information regarding initiatives, opportunities, events and activities. Moreover, we create award winning solutions and campaigns for our clients. We believe our team encompasses the knowledge, experience, creativity, and innovation necessary to meet your objectives and exceed your expectations efficiently and effectively. In addition, the Mosaic Group has teamed up with **Google** with their data warehouse BigQuery which we will use as a hub for our marketing analytics with our digital communication efforts.

We offer a firm commitment to not only perform the work required in this RFP within the required time period, but to perform our services in a timely, efficient, and results driven manner. Thank you for the opportunity to win your business. Feel free to contact me directly at (561) 651-9565 or annmarie@mosaicgroup.co



Ann Marie Sorrell
President & CEO The
Mosaic Group
(561) 531-4046 (Mobile)
annmarie@mosaicgroup.co

Corporate Headquarters
5840 Corporate Way, Ste 250 • West Palm Beach, Florida 33407

Fort Lauderdale Office
405 NW 7th Avenue • Fort Lauderdale, Florida 33311
Phone: (561) 651-9565 • Fax: (866) 711-0987 • www.mosaicgroup.co

The Mosaic Group is a Florida Corporation with offices in Fort Lauderdale, West Palm Beach, and Miami, Florida. A copy of our Sunbiz registration is enclosed.

The Mosaic Group affirms that this proposal is a firm and irrevocable offer until such time as Board of Directors awards a contract as a result of this RFP.

B. Authorized Representatives:

Ann Marie Sorrell
President & CEO
The Mosaic Group
5840 Corporate Way, Ste 250 • West Palm Beach, Florida 33407
Phone: (561) 651-9565 / (561) 531-4046 (Mobile)
annmarie@mosaicgroup.co

Mary Rhaburn
Project Administrator/Executive Assistant
The Mosaic Group
5840 Corporate Way, Ste 250 • West Palm Beach, Florida 33407
Phone: (561) 651-9565
mary@mosaicgroup.co

C. Mosaic Legal Counsel/Lead Attorney:

James Bearden, Esq
CBR Law Group, LLLP
Office: (561) 609-1515, Ext. #3
Email: james@cbrlawgroup.com



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

Detail by Entity Name

Florida Profit Corporation

UPSCALE EVENTS BY MOSAIC, INC.

Filing Information

Document Number	P20000041513
FEI/EIN Number	20-3345305
Date Filed	06/01/2020
Effective Date	08/22/2005
State	FL
Status	ACTIVE
Last Event	CONVERSION
Event Date Filed	06/01/2020
Event Effective Date	NONE

Principal Address

5840 CORPORATE WAY, STE. 250
WEST PALM BEACH, FL 33407

Mailing Address

5840 CORPORATE WAY, STE. 250
WEST PALM BEACH, FL 33407

Registered Agent Name & Address

SORRELL, ANN MARIE
4863 SABLE PINE CIRCLE, D
WEST PALM BEACH, FL 33417

Officer/Director Detail

Name & Address

Title PCEO

SORRELL, ANN MARIE
5840 CORPORATE WAY, STE. 250
WEST PALM BEACH, FL 33407

Annual Reports

Report Year	Filed Date
2021	04/28/2021

Document Images

[04/28/2021 -- ANNUAL REPORT](#)

[View image in PDF format](#)

[06/01/2020 -- Domestic Profit](#)

[View image in PDF format](#)

The Mosaic Group understands your needs to develop a comprehensive marketing program that will assist the CRA in reaching its goals of:

- Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections.
- Be known for educational excellence.
- Be a community of strong, beautiful, and healthy neighborhoods
- Be an inclusive community made up of district, complementary, and diverse neighborhoods.

Our commitment is to assist in achieving your goals through a highly visible, prominent, and engaging marketing campaign. Our approach will include

- *Communication Plan Development & Implementation*
- *Market Research*
- *Brand/Campaign development management*
- *Message development and management*
- *Assist with Development of a custom innovative City website*
- *Virtual Reality & Artificial Intelligence technology applications*
- *Content development*
- *Newsletter development and publishing (digital; print if needed)*
- *Email Marketing Campaign Development and management*
- *Social Media strategy development, implementation, and management*
- *Event design and production*
- *Graphic design*
- *Video production*
- *Advertising (Media planning & placement – digital and traditional)*
- *Public Relations (Earned media)*
- *Grassroots Community Outreach/Brand Ambassadors/Street Team*
- *Printing*
- *MosaicWired Contact Center*

Your Marketing Team of highly creative individuals include:

Ann Marie Sorrell, Project Principal/Creative Director

Danielle Jones, Project Communications Manager

Georges Etienne, Website Developer & Graphic Designer

Jacquette Barber, Community Outreach Manager

Angela Perry, Public Relations & Media Manager

Audrey Ambrose, Marketing Associate/Social Media Manager

Sheila Zayas, Multicultural Communications Coordinator

Surale Phillips, Market Research Specialist

Wills Felin, Multi-Media Manager (Videography & Photography)

Mary Rhaburn, Project Administrative Support, Database Manager

We are confident we have the abilities, creativity and enthusiasm required to continue the work we have started with the HBCRA Team!

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:	GENERAL PLANNING CONSULTANT (GPC) SERVICE ON AN "AS NEEDED BASIS"
Name and Location where provision of services were provided:	Palm Tran/Palm Beach County West Palm Beach
Name of the Firm that was awarded the Contract for provision of the services.	Upscale Events by Mosaic, Inc. dba The Mosaic Group
<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>Upscale Events by Mosaic provided services to Palm Tran that are required by this RFP. Services provided were general public outreach, video production, graphic design, general campaign planning and execution, including: - Develop and support implementation of Palm Tran marketing plans for service lines. - Assist in updating or developing a comprehensive public outreach plans for various projects. - Develop public outreach materials to include, but not limited to: brochures, pamphlets, tri-folds, invitations rack cards, interior cards, social media graphics and posts, presentations, boards for public meetings, video clips, posters, flyers, radio ad scripts, press releases, media advisories, articles, speeches and talking points, postcards, programs, e-newsletters and signage. - Keep a log of public outreach and campaign activities. - Develop and maintain databases including lists of stakeholders, decision-makers and citizens. - Develop, maintain, and send updates to the public and other stakeholders via email on a periodical basis. Provide online method of signing up for project emails. - Provide support, such as printed materials and presentations, as directed and directed by the Communications Team for staff meetings with stakeholders such as: homeowners' associations, governmental bodies, advisory groups and citizen groups. - Develop and maintain online surveys as directed by the Communications Team. - Printed and digital materials must comply with Title VI and be available in languages determined by Communications Team. - Address other communications and community issues that may arise. - Prepare slides, videos and video simulations, and photographic simulations. - Assist with event planning, including logistics and staff support.</p>	<p>MQR #2 is met as work being done for Palm Tran meets the size, scope and complexity required for RFP #FY 2021-2022-CRA 001</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: August Year: 2019
Date when Contract was completed:	Month: Year: Current/Ongoing
Updated contact name, phone and email for Project Manager where services were provided to.	Joseph Harrington Interim Director of Support Services (561) 841-4236 jharrington@pbcgov.org


Name of Project # 2:	Super Bowl 2020 Community Branding & Advertising Campaign
Name and Location where provision of services were provided:	City of Miami Gardens City of Miami Gardens
Name of the Firm that was awarded the Contract for provision of the services.	Upscale Events by Mosaic, Inc. dba The Mosaic Group
<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>The Scope of Work and Services Upscale Events by Mosaic provided to The City of Miami Gardens are those that are required by this RFP. Services provided were Campaign development and management; market research; branding; advertising; printing; vendor coordination; graphic design of campaign assets; videography; website development; public relations; and event coordination/management.</p>	<p>MQR #2 is met as work that was completed for The City of Miami Gardens meets the size, scope and complexity required for RFP #FY 2021-2022-CRA 001</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: 2019
Date when Contract was completed :	Month: February Year: 2020
Updated contact name, phone and email for Project Manager where services were provided to:	Tamara Wadley Assistant to the City Manager, Communications City of Miami Gardens 305-622-8000 twadley@miamigardens-fl.gov

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 # 3:	Mayor's Village Initiative
Name and Location where provision of services were provided:	City of West Palm Beach City of West Palm Beach
Name of the Firm that was awarded the Contract for provision of the services.	Upscale Events by Mosaic, Inc. dba The Mosaic Group
<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>Upscale Events by Mosaic, meet MQR #2 as the scope of work and services that were executed for The Mayor's Village Initiative are addressed in the RFP #FY 2021-2022-CRA 001.</p> <ul style="list-style-type: none"> - Mayor's Village Marketing and Communications Plan - Branding - Press Releases - Concept Development - Community Outreach and Community Meetings organization - Launch of Mayor's Village Initiative 	<p>The Mayor's Village Initiative Project required the services required for RFP #FY 2021-2022-CRA 001</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: August Year: 2018
Date when Contract was completed :	Month: October Year: 2019
Updated contact name, phone and email for Project Manager where services were provided to.	Kevin L. Jones Coordinator of Community Initiatives 561-822-1413 kljones@wpb.org

THIS PROPOSAL SUBMITTED BY:

COMPANY:
Upscale Events by Mosaic, Inc. dba The Mosaic Group
ADDRESS:
5840 Corporate Way, Suite 250
CITY & STATE:
West Palm Beach, FL
ZIP CODE:
33407
TELEPHONE:
561-651-9565
DATE OF RFP:
October 12, 2021
FACSIMILE NUMBER:
866-711-0987
E-MAIL ADDRESS:
annmarie@mosaicgroup.co
FEDERAL ID NUMBER:
20-3345305
NAME & TITLE PRINTED:
Ann Marie Sorrell, President & CEO
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, Ann Marie Sorrell, President & CEO
Name of Authorized Officer per Sunbiz Title

of Upscale Events by Mosaic, 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.


Signature of Authorized Officer per Sunbiz

Ann Marie Sorrell
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:  Ann Marie Sorrell

Title: President & CEO

Signed and Sealed 15th day of November, 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.

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

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

I, Ann Marie Sorrell, President & CEO
Name of authorized Officer per Sunbiz Title

of Upscale Events by Mosaic, 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.

Ann Marie Sorrell
Signature

Ann Marie Sorrell
Print Name

STATE OF Florida

COUNTY OF Palm Beach County

SWORN TO AND SUBSCRIBED BEFORE ME THIS 15th DAY OF
November, 2021 BY Ann Marie Sorrell

TO ME PERSONALLY KNOWN OR PRODUCED IDENTIFICATION:

Personally Known
(type of ID)

Angela E. Perry
Signature of Notary

Angela E. Perry
Print Name of Notary Public

April 29, 2023
Commission expires



Angela Perry
Comm. #GG328759
Expires: April 29, 2023
Bonded Thru Aaron Notary

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.

Upscale Events by Mosaic, Inc. dba The Mosaic Group

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.

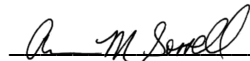
None

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.

 Ann Marie Sorrell, President & CEO
Signature of person/Firm

Nov. 15, 2021
Date

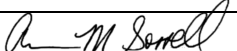
DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087

Hereby certified that Upscale Events by Mosaic, Inc. dba The Mosaic Group 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 Nov. 15, 2021	Ann Marie Sorrell	President & CEO	FIRM'S SIGNATURE: 
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ANTI-KICKBACK AFFIDAVIT

STATE OF Florida)
) SS:
COUNTY OF Palm Beach)

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: *Ann Marie Sorrell*
Signature of Authorized Officer per Sunbiz

Ann Marie Sorrell
Print Name of Authorized Officer per Sunbiz

President & CEO
Title of Authorized Officer per Sunbiz

Sworn and subscribed before me this 15th day of November, 2021.

NOTARY PUBLIC

State of Florida at Large

My Commission Expires: April 29, 2023

Angela E. Perry
Angela E. Perry



Angela Perry
Comm. # GG328759
Expires: April 29, 2023
Bonded Thru Aaron Notary

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:

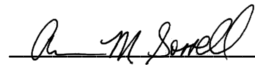
N/A

I, Ann Marie Sorrell, President & CEO

Name of authorized Officer per Sunbiz and/or legal documentation Title

of Upscale Events by Mosaic, 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.



Signature

President & CEO

Title

SCRUTINIZED COMPANIES

The undersigned vendor in accordance with Florida Statute § 287.135

Hereby certify that Upscale Events by Mosaic, 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**

REQUEST TO WITHDRAW PROPOSAL FORM

N/A

Requests to withdraw proposal will be considered if received by the City, via email to gcuevas@cohb.org before deadline for receipt of proposals.

This form must be provided back via email to gcuevas@cohb.org before deadline for receipt of proposals

I, _____,
Name of authorized Officer per Sunbiz and/or legal documentation Title

of _____
Name of Firm as it appears on Sunbiz and/or legal documentation request to withdraw Firm's proposal
for **RFP # FY 2021-2022-CRA001 MARKETING, SOCIAL MEDIA BRANDING, PUBLIC RELATIONS AND
GRAPHIC DESIGN SERVICES.**

Signature Title

Date: _____

Time: _____

N/A

UNABLE TO SUBMIT A RESPONSE? We sincerely hope this is not the case. If you're Firm cannot submit a proposal at this time, please provide the information requested in the space provided below and return form to procurement_department@cohb.org.

HAVE RECEIVED THE RFP

(COMPANY NAME)

UNABLE TO RESPOND TO THE RFP AT THIS TIME DUE TO THE FOLLOWING REASONS:

COMPLETE INFORMATION BELOW:

SIGNATURE:	
TITLE:	
STREET ADDRESS: (OR)	
CITY:	
STATE:	ZIP CODE:
TELEPHONE/AREA CODE: ()	
EMAIL ADDRESS:	
RETURN THIS UNABLE TO SUBMIT FORM ONLY TO EMAIL ABOVE:	
CITY OF HALLANDALE BEACH	
PROCUREMENT DEPARTMENT	
400 SOUTH FEDERAL HIGHWAY, ROOM 242	
HALLANDALE BEACH, FL 33009	
TITLED: RFP # FY 2021-2022-CRA001	
CRA MARKETING, SOCIAL MEDIA BRANDING, PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES	

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): Upscale Events by Mosaic, Inc. dba The Mosaic Group
PROJECT NAME: GENERAL PLANNING CONSULTANT (GPC) SERVICE ON AN "AS NEEDED BASIS"
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Upscale Events by Mosaic, Inc. dba The Mosaic Group
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC a. Develop and support implementation of Palm Tran marketing plans for service lines. b. Assist in updating or developing a comprehensive public outreach plans for various projects. c. Develop public outreach materials to include, but not limited to: brochures, pamphlets, tri-folds, invitations rack cards, interior cards, social media graphics and posts, presentations, boards for public meetings, video clips, posters, flyers, radio ad scripts, press releases, media advisories, articles, speeches and talking points, postcards, programs, e-newsletters and signage. d. Keep a log of public outreach and campaign activities. e. Develop and maintain databases including lists of stakeholders, decision-makers and citizens. f. Develop, maintain, and send updates to the public and other stakeholders via email on a periodical basis. Provide online method of signing up for project emails. g. Provide support, such as printed materials and presentations, as directed and directed by the Communications Team for staff meetings with stakeholders such as: homeowners' associations, governmental bodies, advisory groups and citizen groups. h. Develop and maintain website for major projects. CONSUL TANT(S) will procure and fund domain and URL, which must be approved by the Communications Team. The website must utilize alt tags and comply with the Americans with Disabilities Act (ADA) and other applicable laws and regulations relating to persons with disabilities. The website will be translatable into Spanish and Creole in compliance with Title VI. The website will include, but is not limited to, the following: • Project Updates • Related Photos • Project Information and Purpose • Meeting and other relevant announcements • Maps and information on proposals • Information on the current Palm Tran System • Information and displays presented at meetings and Public Events i. Develop and maintain online surveys as directed by the Communications Team. j. Printed and digital materials must comply with Title VI and be available in languages determined by Communications Team. k. Address other communications and community issues that may arise. l. Prepare slides, videos and video simulations, and photographic simulations. m. Assist with event planning, including logistics and staff support.

Name of reference:	Joseph Harrington	Phone:	(561) 841-4236
Title of reference:	Interim Director of Support Services	E-mail Address:	jharrington@pbcgov.org
Company/Employer:	Palm Tran Public Transportation		

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?

General public outreach, video production, graphic design, general campaign planning and execution

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, this firm demonstrated a high-level of commitment and fulfilled all scopes presented working closely with staff for direction.

3. How long was the awarded Contract for?

Three Years

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

This firm demonstrates a high-level of professionalism, ability to meet deadlines on short notice, delivers high quality marketing products and devotes needed personnel to assignments.

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

The firm responds in a timely way and there have been 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.

This firm works well with staff and delivers comprehensive reports on work performed that include photos. Work is high quality and needs little editing.

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

This firm reaches out via text or call whenever challenges arise, which is infrequently. Any unexpected issues are typically quickly resolved.

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

Highly satisfied.

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

The need arose to provide additional call center staffing, which this firm was able to do.

ADDITIONAL COMMENTS:

Mosaic is recommended as a vendor.

SIGNATURE:  Date: 11/12/21

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): Upscale Events by Mosaic, Inc. dba The Mosaic Group
PROJECT NAME: Super Bowl 2020 Community Branding & Advertising Campaign
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Mosaic Group
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC The firm provided services related to advertising campaign development, execution and management; branding; public relations services; graphic design and videography; and media buying.

Name of reference:	Tamara Wadley	Phone:	305-622-8000
Title of reference: Assistant to the City Manager, Communications		E-mail Address:	twadley@miamigardens-fl.gov
Company/Employer:	City of Miami Gardens		

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?
Campaign development and management; market research; branding; advertising; printing; vendor coordination; graphic design of campaign assets; videography; website development; public relations; and event coordination/management.

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?
The Mosaic Group demonstrated commitment to the City's goals and objectives for the project. The campaign was adequately staffed and all deadlines and deliverables were achieved.

3. How long was the awarded Contract for?
The contract was for a 6-month period.

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

The Mosaic Group performed their duties with a high degree of professionalism and dedication to ensure the City's needs were being met. The entire team was readily available when called upon and were flexible to adjust various items as needed by the City.

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

The team was very responsive to the needs of the City, even beyond standard operating times. There were no issues with the team's performance during this project.

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 team was organized from the inception of the project so there were very little opportunities where issues came up. They demonstrated flexibility and understanding in cases where the City needed to make changes on certain aspect of the project and they were very accommodating. The City was pleased with the quality of work and output by the Mosaic Group.

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

Weekly project update meetings were established from the beginning. If there was a need to communicate outside of those meetings, as mentioned above, the team was always accessible and responsive.

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

The City was very satisfied with the overall work by the Mosaic Group.

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

NA

ADDITIONAL COMMENTS:

SIGNATURE:  Date: 11/11/12

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): MOSAIC
PROJECT NAME: The Mayor's Village Initiative
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: MOSAIC
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC ① Mayor's Village Initiative Marketing + Communications ② Mayor's Village Initiative Branding ③ Press Releases ④ Mayor's Village Initiative Concept Development

Name of reference:	Kevin L. Jones	Phone:	(561) 822-1413
Title of reference:	Coordinator of Community Initiatives	E-mail Address:	kljones@mpb.org
Company/Employer:	City of West Palm Beach		

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?

Mosaic assisted the City of West Palm Beach w/ the branding, marketing, organization of community gatherings, and public launch of the Mayor's Village Initiative.

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 CEO made herself available but what I also appreciated w/ MOSAIC is that they assigned a staff directly to us for our needs. They were committed and responsive.

3. How long was the awarded Contract for?

Approximately a year.

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

Mosaic has an extensive history in branding, marketing and interacting with the community. Once we shared our vision w/ them they took it and ran with it. They were not afraid to speak up and

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

All of the outputs assigned to Mosaic were completed in a timely manner. There were never 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.

If the Mayor or Director of Communications wanted to see something different or needed questions answered, they were responsive and made whatever adjustments that were 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?

I was extremely satisfied. We held calls on a weekly basis in order for Mosaic to provide updates on certain tasks. They made themselves available when we needed them outside of those scheduled times.

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

I was extremely satisfied. We still use some of the products that were created today.

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

What I appreciated is that they were present at every event we held. I felt like it was personal for them.

ADDITIONAL COMMENTS:

SIGNATURE: KDps Date: 11-12-2021



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.

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.

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.

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.

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

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/CUISINE, 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.

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.

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.

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.

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.

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.

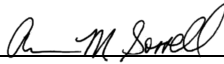
IT IS UP TO THE PROPOSER TO ESTABLISH AND ILLUSTRATE IF THEY CAN FULFILL THE NEEDS IDENTIFIED IN THE REQUEST FOR PROPOSAL FROM THEIR LOCATION OF OPERATION OR LOCATION OF EMPLOYEES.

QUESTION 59. Can we submit the proposals via email?

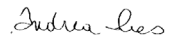
ANSWER # 59. REFER TO PAGE 23 OF THE RFP FOR INSTRUCTIONS ON SUBMITTING PROPOSAL.

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

I ACKNOWLEDGE RECEIPT OF ADDENDUM # 1:

Company	Upscale Events by Mosaic, Inc. dba The Mosaic Group
Name of person signing below	Ann Marie Sorrell
Title	President & CEO
Signature	
Date	11/15/2021

Sincerely,



Andrea Lues, Director, Procurement Department



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

11/15/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Mckinley Financial Services 2890 W State Road 84, Suite 119 Fort Lauderdale FL 33312	CONTACT NAME: Martha Julius PHONE (A/C, No. Ext): (954) 938-2685 FAX (A/C, No): (954) 938-2695 E-MAIL ADDRESS: mjulius@mckinleyinsurance.com <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: center;">NAIC #</th> </tr> <tr> <td>INSURER A: HISSCOX INSURANCE COMPANY</td> <td>10200</td> </tr> <tr> <td>INSURER B: TRAVELERS</td> <td></td> </tr> <tr> <td>INSURER C: UNITED STATE LIABILITY</td> <td>25895</td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: HISSCOX INSURANCE COMPANY	10200	INSURER B: TRAVELERS		INSURER C: UNITED STATE LIABILITY	25895	INSURER D:		INSURER E:		INSURER F:	
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INSURED Upscale Events by Mosiac dba The Mosiac Goup - FIN 2033453 5840 Corporate Way 250 West Palm Beach FL 33407															

COVERAGES
CERTIFICATE NUMBER:
REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY			UDC-4957062-CGL-21	09/14/2021	09/14/2022	EACH OCCURRENCE
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	Y	Y				DAMAGE TO RENTED PREMISES (Ea occurrence)
							MED EXP (Any one person)
	GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						PERSONAL & ADV INJURY
	AUTOMOBILE LIABILITY			02132105-0	06/06/2021	06/06/2022	COMBINED SINGLE LIMIT (Ea accident)
<input checked="" type="checkbox"/> ANY AUTO	N	N	BODILY INJURY (Per person)				
<input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS			BODILY INJURY (Per accident)				
<input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY			PROPERTY DAMAGE (Per accident)				
	UMBRELLA LIAB						EACH OCCURRENCE
	EXCESS LIAB						AGGREGATE
	DED <input type="checkbox"/> RETENTION \$ <input type="checkbox"/>						
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY			IHUB-2J55098-A17	03/03/2021	03/03/2022	PER STATUTE
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	N/A	N				E.L. EACH ACCIDENT
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE
							E.L. DISEASE - POLICY LIMIT
C	Professional Liability	N	N	SP1558179	12/19/2020	12/19/2021	Limits

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

City of Hallandale Beach and Hallandale Beach are listed as additional Insured

CERTIFICATE HOLDER
CANCELLATION

City of Hallandale Beach and Hallandale Beach CRA 400 S. Federal Highway Hallandale Beach FL 33009	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p>
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OVERVIEW: ABOUT THE MOSAIC GROUP

The Mosaic Group's team boasts over 150 years of combined experience and is comprised of results-driven, creative, innovative, and well-connected individuals. Everything we do is driven by our tag line, Your Visibility Team. We know how to bring messages to a resident's doorstep or stakeholder's attention. Our expertise with multicultural markets gives our clients access to important minority consumers with the right media and the right message. What separates us from our competition is simple: we provide the total solution, a one-stop-shopping experience. We advise, direct, consult, plan, manage, organize, create, and coordinate ... we make it all happen, the way you want it to happen, efficiently, effectively and successfully. Our business is to make your job easier. This personal attention ensures that everything runs smoothly and seamlessly, with our capabilities limited only by your imagination and budget.

Our team has significant experience with coordinating and achieving community consensus with residents and stakeholders and will implement an effective public engagement plan to ensure stakeholders are updated and engaged. Our aim is to inform, educate and seek suggestions on ways to efficiently implement project needs.

Our success is driven by strategic partnerships with our businesses, residents, community agencies, civic and faith based organizations, community stakeholders, elected officials, and over 300 direct media contacts locally and nationally. These partnerships ensure the success of our clients' campaigns and initiatives.

YEARS IN BUSINESS

The Mosaic Group has been in business for ten (16) years. Collectively our team has over one hundred fifty (150) years running successful public relations, advertising, marketing and branding campaigns and initiatives in the South Florida marketplace and beyond.

OUR REACH

The Mosaic Group is a regional public and government relations, marketing and public relations firm based in South Florida. Our team has offices in Broward, Palm Beach and Miami-Dade Counties. Through strategic partnerships, the Mosaic Group has reach in domestic and international markets.

NUMBER OF EMPLOYEES

Our team to service the Hallandale Beach CRA includes ten team members.

PROPOSER'S STATUS

The Mosaic Group (Upscale Events by Mosaic, Inc.) is an independently owned small, minority and woman-owned business with certifications from several government agencies including Broward County Certified Business Enterprise, FDOT/FTA Disadvantaged Business Enterprise, State of Florida, Palm Beach County, Broward Health, Broward College, FMSDC, Broward County Public Schools, Miami/ Dade County Public Schools and School District of Palm Beach County. The Mosaic Group is managed by Founder/President & CEO Ann Marie Sorrell.

MISSION

The Mosaic Group's mission is to build credibility and increase visibility for our clients. We strive to provide the highest quality of professionalism, customer care and innovative solutions.

AREAS OF SPECIALTY/EXPERTISE

Media Relations • Digital Media & Marketing • Media Planning & Buying • Crisis Communication • Advertising • Branding • Corporate Communications • Government Relations • Public Involvement • Event Planning & Management • Community Engagement • Social Media Strategy • Quantitative & Qualitative Research • Digital Data Analysis • In-House Call Center • In-house Email Marketing System • Multicultural Marketing & Strategies • Grassroots Strategies • Video Production • Photography

OUR CLIENTS

The Mosaic Group takes pride in creating effective communication solutions that will inform, inspire and engage target audiences. Our client list (partial) includes:

- AECOM
- Broward College
- Broward Health
- Brightline
- Children’s Services Council of Palm Beach County
- City of Hallandale Beach CRA
- City of Fort Lauderdale CRA
- City of Delray Beach CRA
- City of West Palm Beach CRA
- City of Largo/Collective Water Resources
- City of Miami Gardens
- City of West Palm Beach
- Cohen Brothers Realty Corporation
- Housing Authority of the City of Fort Lauderdale
- Inlet Grove High School
- Palm Beach County Office of Equal Business Opportunity
- Palm Tran Public Transportation/Palm Beach County
- Palm Beach County Water Utilities Department/CDM Smith
- WGI

AWARDS

- Chamber of the Palm Beaches Diverse Organization of the Year – 2018
- Black Owned Media Alliance (BOMA) Advertising Agency of the Year – 2018
- South Florida Business Journal Best Places to Work—2016
- PBC Business Matchmaker DBE of the Year—2016
- PBC Business Matchmaker Small Business Advocate of the Year —2015

GRAPHIC DESIGN EXPERIENCE

The Mosaic Group boasts **over 16 years of experience of graphic design services for governmental agencies and community relations initiatives** including branding, collateral material development, advertisements for print and digital media, banners, small and large scale signage, social media cards, posters, doorhangers, direct mail, brochures, newsletters, annual reports, magazines, and more. ***Work Samples are provided in section 8 with the approach.***

FAMILIARITY WITH THE AREA & PURPOSE OF THE CRA

The Mosaic Group has worked with the Hallandale Beach CRA team for a little over three years and is familiar with the CRA’s purpose to foster and directly assist in the redevelopment of the Hallandale Beach community by eliminating blight, creating a sustainable urban development framework, and encouraging economic growth, while improving the attractiveness and quality of life for the benefit of the CRA area and the City as a whole. The Mosaic Group has assisted the CRA to fulfill its mission by providing marketing efforts and promotions of the CRA’s various programs including BE Local, BEACON, SOBEWFF, COVID-19 Rapid Response, Hallandale Eats, Paint the Town, Mural Projects, Residential and Commercial Grant Incentive Programs, and Business Survival/Growth Seminars in partnership with SCORE, The Chamber of Commerce, and the Urban League of Broward County to name a few. Our commitment is to continue to build upon the momentum that has been created and develop greater awareness and a stronger brand positioning within the CRA area and beyond through a comprehensive and multi-layered approach and strategy as outlined below.

THE MOSAIC DIFFERENCE / UNIQUE CIRCUMSTANCES

- The Mosaic Group has worked with the Hallandale Beach CRA team for a little over three years and is familiar with the CRA's purpose, mission, and programs
- The Mosaic Group has developed most of the current brands, collateral, and marketing tools for the CRA
- There is no learning curve, we are able to hit the ground running on day one
- We offer a comprehensive, one stop shop approach which ensures timely communication with the CRA team, consistency in branding and messaging, and a seamless work flow. We are an award winning full service agency with an experienced team to meet the needs of the RFP and more.
- We are a diverse and inclusive firm: we have a multicultural team; we are experts in multicultural marketing, diversity, equity, and inclusion communication practices, and ADA compliance practices.
- We offer a grassroots approach through strategic community collaborations, boots-on-the ground street team and brand ambassadors
- We have our in-house fully automated contact center (inbound and outbound call center with designated hotlines/phone numbers, email marketing, text messaging, and pre-recorded calls/messaging capabilities) used for market research, crisis communications/emergency management, constituency outreach, and more.
- President & CEO, Ann Marie Sorrell is an award winning, well connected and respected business woman throughout South Florida (and beyond). She is also an elected official who understands how to build community consensus, work hand in hand with key stakeholders and the governing body. She also serves as a national speaker and trainer on various marketing, business, and leadership topics (spoke at the 2021 FRA Conference on "Giving your CRA a Voice").
- We have the Hallandale Beach CRA's best interest at heart!

YOUR PROJECT TEAM

The Mosaic Group's team boasts over 150 years of combined experience and is comprised of results - driven, creative, innovative, and well-connected individuals. Ten members of The Mosaic Group will be assigned to the Hallandale Beach CRA including:

Ann Marie Sorrell, Project Principal/Creative Director

Danielle Jones, Project Communications Manager

Georges Etienne, Website Developer & Graphic Designer

Jacquette Barber, Community Outreach Manager

Angela Perry, Public Relations & Media Manager

Audrey Ambroise, Marketing Associate/Social Media Manager

Sheila Zayas, Multicultural Communications Coordinator

Surale Phillips, Market Research Specialist

Wills Felin, Multi-Media Manager (Videography & Photography)

Mary Rhaburn, Project Administrative Support, Database Manager

TEAM ROLES & RESPONSIBILITIES (FULL RESUMES TO FOLLOW THIS SECTION)

PERSONNEL: ANN MARIE SORRELL

POSITION: Project Principal

PROJECT RESPONSIBILITIES: Primary contact person, client relationship management, ensure that the project is on time, on task and on budget, direct Communications Plan, provide creative strategy and direction, manage branding and positioning strategies, implementation of overall project timeline, monitor all expenditures, and Quality Assurance, Quality Control (QAQC).

PERSONNEL: DANIELLE JONES

POSITION: Project Communications Manager

PROJECT RESPONSIBILITIES: Assist with the development of the communication plan, oversight of communications and outreach campaign strategy, development, and implementation, and management of communications team

PERSONNEL: GEORGES ETIENNE

POSITION: Web Developer & Graphic Designer

PROJECT RESPONSIBILITIES: Assist in creative process and overseeing creative team, design and create graphics to meet the needs of the project, develop collateral materials and templates, prepare visual presentations by designing art and copy layouts, update/create website pages, manage website database, hosting, and analytics, and all other website and creative needs.

PERSONNEL: JACQUETTE BARBER

POSITION: Community Outreach Manager

PROJECT RESPONSIBILITIES: Community relations and strategic partnerships, facilitate with delivering agency mission and goals to community constituents, oversight and implementation boots on the ground/grassroots outreach, coordination of Mquad Street Team/Brand Ambassadors, and coordination and leadership with new campaigns relevant to community development.

PERSONNEL: ANGELA PERRY

POSITION: Public Relations & Media Manager

PROJECT RESPONSIBILITIES: Assist with the strategic vision for traditional and digital, media and branding executions, develop messaging, content, and strategies to reach and engage constituents including multicultural markets, develop, implement, and manage paid and earned media program (press releases and feature articles/story pitches), coordination of media relations activities; preparation, scheduling and execution of effective social media strategies, reporting, analytics, and tracking of social media activities and paid/earned media efforts including overall buzz, sentiment, share of voice and conversation on all social campaigns, and assist with content development of marketing materials.

PERSONNEL: AUDREY AMBROISE

POSITION: Marketing Associate/Social Media Manager

PROJECT RESPONSIBILITIES: Assisting project team on all marketing efforts including content development, media outreach, community outreach, coordination with creative team, event logistics, and more; manages social media platforms including social media content development (copy, videos, graphics with graphic designer), social media calendar/planner development and manager, schedule and post social media content on all platforms, monitors and responds to social media posts, interacts with social media audience, and provides reporting on social media analytics.

PERSONNEL: SHEILA ZAYAS

POSITION: Multicultural Communications Coordinator

PROJECT RESPONSIBILITIES: Multicultural marketing communication strategy implementation, implement processes for stakeholder awareness, engagement and buy-in to ensure the long term sustainability of the communication plan and branding strategy.

PERSONNEL: SURALE PHILLIPS

POSITION: Market Research Specialist

PROJECT RESPONSIBILITIES: Work with digital data analytics team to research awareness and public perception, conduct intercept surveying and polling, quantitative and qualitative research for community engagement initiatives and marketing plans

PERSONNEL: WILLS FELIN

POSITION: Multi-Media Manager

PROJECT RESPONSIBILITIES: Oversees and produces project video content and photography.

PERSONNEL: MARY RHABURN

POSITION: Project Administrative Support

PROJECT RESPONSIBILITIES: Assist project team with administrative support, schedules project meetings and events, provides additional Quality Assurance, Quality Control (QAQC) support, monitors project budget, deliverables, timelines, and contract requirements.

STRATEGIC COLLABORATION

GOOGLE

PERSONNEL: Trey Johnson, Account Executive, FL Government; Quinn Chasan, Head of Customer Analytics, Public Sector, Google Cloud

POSITION: Marketing Data Analytics Solutionist

PROJECT RESPONSIBILITIES: Provide consulting and tools for marketing analytics specific to comparing media placements performance outcomes.



Google's mission is to organize the world's information and make it universally accessible and useful. Specifically, Google BigQuery is used at the center of many of the leading marketing analytics solutions in the industry, from Blue Apron & L'Oreal to public sector groups in Hawaii and Illinois. BigQuery also has free transfers from several media systems such as Google

Analytics, Google Ads, YouTube, etc to make it an easy and cost-efficient way to analyze media data. It has the security and privacy standards to be able to combine that media data with operational performance data that otherwise would be challenging to compare directly to media pursuits, such as financial transactions or PII. This unified approach gives a real time feedback mechanism for your team to be able to compare media placements with outcome information in a clean and easy to use fashion, where any new data sets or systems you use can be easily added into the warehouse as you go throughout the campaign.

Ann Marie Sorrell, MBA

PROJECT PRINCIPAL



Professional Credentials

Master of Business Administration
Nova Southeastern
Bachelor of Science Degree
Healthcare Administration
Florida A&M University

Basis for Team Selection

Statewide relationships with City, County, State and Federal elected Officials, Community and Civic Organizations, and Leaders of diverse markets including the African American, Caribbean, and Hispanic Communities. Focused on innovation, creativity, and complete customer satisfaction. Team player and initiator.

Experienced Leader

Marketing/Public Relations • 17 years
Events Management • 20 years
Public Involvement • 15 years
Government Relations • 13 years

EXPERIENCE

Ann Marie Sorrell is an award-winning business leader and the President & CEO of The Mosaic Group, an award-winning public relations, marketing, and government relations firm serving clients throughout South Florida. Ann Marie oversees the day-to-day operations, serves as Project Manager for most of the firm's projects, and has managed more than 300 campaigns and projects ranging from \$10,000 to \$3 billion. Clients include AECOM, Cohen Brothers Realty Corporation, City of West Palm Beach, West Palm Beach Housing Authority, Children's Services Council of Palm Beach County, Palm Tran Transportation, Broward College, Broward Health, Southeast Overtown/Park West Community Redevelopment Agency, City of Fort Lauderdale Community Redevelopment Agency, and the Housing Authority of the City of Fort Lauderdale to name a few. Ann Marie holds a Master of Business Administration degree from Nova Southeastern University and a Bachelor of Science degree in Health Care Management from Florida A&M University. She is an elected Supervisor for the Palm Beach Soil & Water Conservation District, Seat 2, and currently serves as a board member for the Chamber of the Palm Beaches, Planned Parenthood of South, East and North Florida and is the Board President of Girls 2 Women. Ann Marie is a member of Leadership Palm Beach County, Leadership Florida, Economic Forum, the Forum Club of the Palm Beaches, U.S. Global Leadership Coalition's Florida Advisory Committee, and Delta Sigma Theta Sorority, Inc.

PROFESSIONAL EXPERIENCE

Ann Marie has managed marketing research initiatives which include focus groups, stakeholder interviews, surveys, and more. is currently responsible for managing marketing, public relations, community outreach and engagement for the following projects:

- **AECOM – Riviera Beach Parks Master Plan** – 2019-Present
- **Palm Tran Public Transportation/PBC – Ridership Surveys** – 2019-Present
- **Broward College – Broward UP (Unlimited Possibilities Movement)** – 2018-2019
- **Miami Dade County Public Schools Disparity Study (Miller 3 Consulting)** - 2018
- **City of West Palm Beach CRA (Historic Northwest Rising)** – 2016-2017
- **Palm Beach County Disparity Study (Mason Tilman)** - 2015

Ann Marie has managed marketing efforts for over 500 clients and projects over the past 16 years at The Mosaic Group including high visibility projects like the West Palm Point (Tent Site), Palm Beach Outlets, West Palm Beach Hilton Hotel (Convention Center Hotel), and ABC's Extreme Makeover: Home Edition in Riviera Beach to name a few. Ann Marie has vast experience with client relationship management and works to ensure that the projects are on time, on task and on budget. She directs marketing plan development and implementation, manages overall project timelines, monitors all expenditures, and manages QAQC (Quality Assurance, Quality Control).

Danielle Jones

SENOIR ACCOUNT MANAGER



Professional Credentials

Bachelor of Science
Business Administration
Florida A&M University

Basis for Team Selection

Community outreach, strategy development. Design and implement processes for stakeholder awareness, engagement and buy-in to ensure the long-term sustainability of the marketing plan and branding strategy.

Experienced Leader

Sales • 3 Years
Marketing • 5 Years

EXPERIENCE

Ms. Jones has a combined 5 years of experience in Sales, Marketing, Event Management and Community outreach. Danielle recently joined The Mosaic Group in 2020, serving as an Account Manager for the firm.

PROFESSIONAL EXPERIENCE

Since 2015, Danielle has worked with a host of organizations and professionals in event management, media relations, public relations, branding, and business development. These organizations and professionals include: Street Beat, Inc., Synergy Camp, Inc., Enterprise Holdings, Inc., the Miami Dolphins, IMG Events – Miami Open, former NFL player Abram Elam and The Elam Model, the Cliff Avril Family Foundation, and JOCPR Game Changers. Danielle is alumna of Florida A&M University, where she earned a Bachelor's Degree in Business Administration. Danielle also holds a certification in Hospitality and Tourism Management from Florida Atlantic University.

Danielle has managed community outreach initiatives which include focus groups, community discussion and seminars, surveys, and more. Danielle is currently responsible for community outreach and engagement for the following projects:

- **Broward Health Kinship Cares Initiative – Virtual Healthcare Seminars – 2020-Present**
- **Florida A&M University Medical Marijuana Education & Research Initiative – Train-the-Trainer Education Outreach – 2021-Present**
- **MediSITE (MediScript) StoreFront C-19 – COVID-19 Mitigation Community Pharmacy Outreach – 2021-Present**
- **Children's Services Council Market Research & Grassroots Community Engagement – 2021-Present**

Georges Etienne

WEBSITE DEVELOPER & GRAPHIC DESIGNER



Professional Credentials

Management Information Systems MS
Florida International University

Basis for Team Selection

Extensive experience and knowledge in visual identity, graphic, web, and UI/UX design

Experienced Leader

Graphic Design • 14 years
Web Development & Content Management • 8 years
Social & E-commerce Solutions • 3 years
Hosting & Web Service Capabilities • 12 years

Georges is responsible for the visual style and images for the firm's internal and external magazines, newspapers, product packaging, and movie and television productions. He creates the overall design and develop the artwork or layouts. He specializes in brand identity and logo creation, print template creation including: ads, posters, brochures, booklets, digital and social media collateral, Front-end WordPress web design and administration. With extensive industry experience with city government & municipalities, private business start-ups, non-profits, education, and special events, Georges is the key to the Arts Department.

He boasts a Master of Science in Management Information Systems from Florida International University in Miami, FL. Georges is an expert in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, WordPress, HTML & CSS, and UI/UX design.

He ensures that our clients' desired message and image is conveyed to their consumers. He's responsible for the overall visual aspects of an advertising or media campaign and coordinates the work of other creatives such as graphic designers and photo/videographers. Georges determines how to best represent a concept visually, determines which photographs, art or other design elements to use and develops the overall look or style of a publication, an advertising campaign, and brand. He also supervises the design staff, review and approve designs, artwork, photography, and graphics developed by other staff members. He assists each client in developing an artistic approach and style and coordinate activities with the creative department while maintaining the budget timeline.

Georges is currently responsible for managing the creatives for the following projects:

- **City of Fort Lauderdale Housing Authority** – 2020-present
- **Inlet Grove Community High School** – 2019-present
- **Palm Tran Public Transportation**– 2019-present
- **City of Hallandale Beach Community Redevelopment Agency** – 2019-present
- **City of Miami Gardens** – 2019-present
- **Cannabiziac™**- 2020-present

Jacquette Barber

COMMUNITY OUTREACH MANAGER



Professional Credentials

Associate in Arts Palm Beach State College

Basis for Team Selection

Statewide relationships with City, County, State, and Local and elected Officials, Community Leaders of diverse markets including the African American, Caribbean, and Hispanic. Focused on client contentment, exceeding goals, with innovation and creativity ways to reach the community. Team player and planner.

Experienced Leader

Government Relations - 8 years

Community Outreach - 9 years

Public Involvement – 9 years

EXPERIENCE

Jacquette Barber is a dedicated and seasoned Community Outreach Specialist with a superior record of successful community service and engagement. Adept at working with a wide variety of community demographics to formulate beneficial programs and issue resolutions. Able to maintain a consistently positive and respectful attitude toward all citizens and local and state authorities. Effective organizer with the ability to plan and implement programs and events. Jacquette has worked on the outreach programs for more 100 campaigns. Clients include Andrew Gillum, AECOM, Cohen Brothers Realty Corporation, City of West Palm Beach, Children's Services Council of Palm Beach County, Palm Tran Transportation, Broward College, Broward Health, and City of Fort Lauderdale Community Redevelopment Agency to name a few. Jacquette has worked a political campaign every cycle since 2013 working as one of the following a canvasser, field organizer, field director, and campaign manager in those cycle. Jacquette is well-equipped to act as a representative, promote, or an advocate for any brand.

PROFESSIONAL EXPERIENCE

Jacquette has managed outreach initiatives which in includes focus group, surveys, community outreach and more. Jacquette is current responsible for the marketing, community outreach and engagement for the following projects:

- **Hallandale Beach CRA- Hallandale Eats- Present**
- **AECOM – Riviera Beach Parks Master Plan – 2019-Present**
- **Palm Tran Public Transportation/PBC – Ridership Outreach – 2019-Present**

Angela Perry

ACCOUNT MANAGER/MARKETING & PUBLIC RELATIONS MANAGER



Professional Credentials

Bachelor of Science, Public Relations
Florida A&M University

Basis for Team Selection

Marketing Communication, strategy development. Design and implement processes for stakeholder awareness, engagement and buy-in to ensure the long-term sustainability of the marketing plan and branding strategy.

Experienced Leader

Communications and Community Relations
Project Management
Branding
Strategy
Multicultural Marketing

EXPERIENCE

Angela Perry has a combined 12 years of experience in Public Relations Management, Marketing and Community Engagement. Since joining The Mosaic Group Public Relations & Marketing firm in 2018, Angela has developed comprehensive communications plans to include marketing, public relations and social media planning to increase community awareness of the firm's clients. Angela oversees the day-to-day operations, serves as Project Manager for most of the firm's projects, and has managed more than 25 campaigns and projects. Clients include The City of West Palm Beach, AECOM, The Riviera Beach Redevelopment Agency, The Black Business Investment Corporation of Palm Beach County, Palm Tran Transportation, Broward College, Broward Health, the Housing Authority of the City of Fort Lauderdale, The Hallandale Beach Community Redvelopment Agency and the City of Miami Gardens to name a few.

PROFESSIONAL EXPERIENCE

Angela has managed grassroots marketing research initiatives which include focus groups, stakeholder interviews, surveys, and more. She is currently responsible for managing marketing, public relations, community outreach and engagement for the following projects:

- **AECOM – Riviera Beach Parks Master Plan:** 2019 – Present
- **American Beach – Property Owners Association – Marketing & Communications** 2020 – Present
- **The Black Business Investment Corporation of PBC – Marketing & Communications** 2020 – Present
- **The City of West Palm Beach Mayor's Village Initiative – Branding , Community Relations:** 2018 – Present
- **Palm Tran Public Transportation/PBC – Ridership Surveys :** 2019 – Present
- **The Homeless Coalition of Palm Beach County – Rebranding Campaign / Marketing Initiatives :** 2019 - Present
- **Broward Health – Kinship Cares/Covid-19 Initiatives:** 2020 – Present
- **The Hallandale Beach CRA – Event Coordination / Marketing Initiatives:** 2018-Present
- **Inlet Grove Community High School – Rebranding and Marketing Campaign** 2019 - Present
- **Broward College – Broward UP (Unlimited Possibilities Movement) –** 2018 - 2019
- **The Riviera Beach CRA– Marketing & Event Coordination** 2018 - 2019
- **The City of Miami Gardens –“Live, Play, Stay, Invest in Miami Gardens” Campaign :** 2019 - 2020

Audrey Ambroise

MARKETING & SOCIAL MEDIA COORDINATOR



Professional Credentials

Bachelor of Science
Mass Communications
Florida Atlantic University

Basis for Team Selection

Community Outreach, Social Media Marketing

Experience

Marketing, Public Relations & Community Outreach • 2 years

Languages

English
Creole

EXPERIENCE

Audrey has 2 years' experience in Marketing, Public Relations and Community Outreach. Audrey recently joined The Mosaic Group in 2020, serving as a Marketing & Public Relations Associate for the firm.

PROFESSIONAL EXPERIENCE

Since 2019, Audrey has worked in marketing, media relations, public relations, and events. She is alumna of Florida Atlantic University, where she earned a bachelor's degree in Mass Communications.

Audrey has helped execute community outreach initiatives which include focus groups, community discussion and workgroups, surveys, and more. She is currently responsible for community outreach and engagement for the following projects:

- **Broward Health Kinship Cares Initiative – Virtual Healthcare Seminars** – 2020-Present
- **AECOM Riviera Beach Parks Master Plan** – 2020-Present
- **The City of Hallandale Beach CRA** – 2020-Present
- **Palm Tran Public Transportation** – 2020-Present
- **MediSITE (MediScript) StoreFront C-19 – COVID-19 Mitigation Community Pharmacy Outreach** – 2021-Present
- **Children's Services Council Market Research & Grassroots Community Engagement** – 2021-Present

Sheila Zayas

MULTICULTURAL COMMUNICATIONS COORDINATOR



Professional Credentials

Bachelor of Science in Public Relations

Basis for Team Selection

Creativity, business acumen, eye for design

Experienced Leader

Mentor to teens at Boys & Girls Club
Business owner
Success coach

Languages

English
Spanish

EXPERIENCE

Sheila Zayas is a graphic designer and a brand strategist, social media leader, and publicist. Her career covers 14 years designing and implementing PR and marketing campaigns for various industries.

This background makes her a powerful graphic designer because she understands from the director level, communication, messaging, audience targeting, the emotional aspect behind decision making, and how color affects perception.

A native of Puerto Rico, she graduated cum laude with a B.S. in public relations from the University of Florida.

In her spare time, Sheila hangs out with her fiancé and his two teenage boys, practices meditation and conscious breathing, creates homemade beauty products, and is a voracious reader. Sheila is also a local actor appearing in numerous community plays.

PROFESSIONAL EXPERIENCE

Sheila manages the creatives for the following projects:

- **American Beach** – 2019 - 2021
- **Palm Beach Black Business Investment Corporation** - 2019 - 2021
- **Broward Health** - 2019 - 2021
- **City of West Palm Beach** - 2019 - 2021
- **Florida A&M University's MMERRI Initiative**- 2019 - 2021
- **Mixers in Motion Mobile Bar Service** - 2019 - 2021
- **National Black Economic Conference** - 2019 - 2021

Surale Phillips

MARKET RESEARCH SPECIALIST



Professional Credentials

B.A. in Art History with Arts Education Minor, University of Maryland

Professional Certificates

SPSS, Inc. (Survey Design, Data Analysis, Text Analysis)

Professional training

Scan/US GIS market mapping

Basis for Team Selection

Research expertise and successful collaboration with Mosaic Team

Experienced Leader

Market Research Consultant - 22 years
National speaker and training professional

EXPERIENCE

For more than 20 years, Surale has provided research and consulting services to the nonprofit and governmental sectors with a focus on gaining customer/user insights for marketing, program development, planning, and evaluation. Her research has been the foundation of projects supported by the National Endowment for the Arts, Knight Foundation, Irvine Foundation, and various community foundations. In addition to the Mosaic Group, Surale's current clients include the City of West Palm Beach, Arizona State University, CNY Arts, City of Venice (FL), Maryland Citizens for the Arts, Resource Depot, and South Arts.

PROFESSIONAL EXPERIENCE

Surale has designed and led market research initiatives which include focus groups, stakeholder interviews, online surveys, telephone surveys, and intercept surveys. Recent collaboration on projects with the Mosaic Group include:

- **Children's Services Council of Palm Beach County** – 2021-Present
- **Broward College – Broward UP (Unlimited Possibilities Movement)** – 2018-2019
- **City of West Palm Beach CRA (Historic Northwest Rising)** – 2016-2017
- **Fort Lauderdale CRA** – 2016
- **Palm Beach County Disparity Study (Mason Tilman)** - 2015

Examples of other research led by Surale Phillips include:

Cultural plans and public art plans for West Palm Beach, Collier County, Gainesville, Sandpoint (ID), Syracuse (NY), among other municipalities.

Program evaluations for the states of Maine, Montana, Pennsylvania, and regional service organizations (SouthArts, Mid-America Arts Alliance, Mid-Atlantic Arts Foundation)

Feasibility, economic impact, and customer studies for Nonprofits First, Resource Depot, Boca Raton Center for Art and Innovation, Cultural Council of Palm Beach County, Kravis Center, Norton Museum of Art, and 200 other nonprofits nationwide.

Wills J. Felin

Multi-Media Manager (Videographer & Photographer)



Professional Credentials

Bachelor of Science
Communications
University of Miami

Basis for Team Selection

To contribute expertise, energy, innovation and creativity to the field of the Entertainment business, education and business enterprises.

Experienced Leader

Video, Copy Editor & Producer • 20 years

EXPERIENCE

Wills has over 20 years of experience in Video Production and photography. He quickly got his start as a production assistant on various films, commercials and music videos being filmed in Miami. While studying film and TV production at Miami Dade College, he landed an entry-level position as the overnight tape dubber at The Box Music Network, a fledgling music video cable channel credited for being the first interactive cable TV network.

His experience at the network left an indelible impression, which influenced the director for years to come. Felin's strong work ethic, dedication and drive propelled him to the position of Production Manager within a few years. As Production Manager, he was responsible for a team of 12 television production professionals, consisting of writers, editors, producers, and graphic artists, while also serving as Senior Producer for Boxtalks, short form programming (4-minute segments featuring popular artists) where he produced, interviewed and edited segments featuring such diverse artist to include: Beyonce, Jay-Z, Gwen Stefani, Britney Spears, Tupac, Notorious B.I.G., P-Diddy, Justin Timberlake and many more. Wills has produced numerous videos for Mosaic client's across South Florida for over 5 years. Wills received his Bachelor of Science degree in Communications from University of Miami

Mary Rhaburn

PROJECT ADMINISTRATIVE SUPPORT



Professional Credentials

Associate of Art, St. John's Junior College
Certificate of Business Studies
Teacher Training Certificate

Basis for Team Selection

Administrative Support, Quality Assurance, Quality Control (QAQC) support, Monitoring of project budget, deliverables, timelines, and contract requirements.

Experienced Leader

Management & Human Resources
Programming Concepts
Event Management
Call Center Management

PROFESSIONAL EXPERIENCE

Mary M. Rhaburn is the Executive Assistant to the CEO/Office Manager at The Mosaic Group, she joined the team in 2019. She's responsible for the office operations and management. As Executive Assistant works closely with the CEO in all areas of the business.

Mary has over 35 years combined working experience in management and human resources. She worked for 19 years in the Television Industry as a Programming Director and Producer. Also involved in Event Management, she was the Event Planner and Coordinator for Caribbean Broadcasting Union's 35th and 42nd Annual General Assembly in Belize and The Belize Tourism Industry Association's 2014 Belize Tourism Expo (BETEX). She also worked in the government sector with the United States Agency for International Development (USAID) in the Financial Controller Office and the Peace Corps in Pre-Service Training for incoming volunteers.

Since joining The Mosaic Group, Mary has assisted project teams with administrative support, schedules project meetings and events, provides additional Quality Assurance, Quality Control (QAQC) support, monitors project budget, deliverables, timelines, and contract requirements. She is also responsible for the Call Center developing campaigns, managing agents and analytics.



Trey Johnson

Account Executive, Florida Government

Experience

Trey Johnson is the Account Executive at Google Cloud Platform, Florida Government. He committed to helping solve the world's biggest problems with Google Cloud Platform and is responsible for Government solutions across the entire state of Florida. Trey helps public sector organizations meet business challenges head on with cloud computing services from Google, including data management, hybrid & multi-cloud, and AI & ML.

Trey previously served as a Client Executive overseeing the South Florida market for VMware for 5 Years. During that time Trey accomplished the following:

- Set VMware account strategy and direction for Global Entertainment Brand, Hard Rock International
- Supported Enterprise Government and Hi-Ed Research in South Florida
- Develop key relationships with business and IT executives to drive revenue growth
- Lead large cross functional team of sales, engineering, services, and architecture teams
- Identify, evaluate, communicate and implement operational GTM improvements
- Responsible for aligning full range of VMware's entire solution set and service offerings to deliver measurable business value
- Salesperson of the Quarter Q4FY21
- Rookie of the Year 2017
- Experienced VMware's own Digital Transformation

Education

Bachelor of Science degree in Sports & Business Management, Texas Tech University



Quinn Chasan

Head of Customer Analytics, Public Sector, Google Cloud

Experience

Quinn works across both Federal and S&L Google Government customers and partners to help modernize and organize their wide array of constituent data. He leads partnerships, strategy, and productization of customer analytical tools that Google Cloud is bringing to the public sector. He acts as a Strategic Business Exec for the Cloud Gov team in the public sector globally. Quinn currently leads projects on COVID sentiment analysis, modernizing military recruiting, and improving communications data strategies across a wide array of government stakeholders.

Prior to his current position with Google Cloud, Quinn ran technical digital media strategy and implementation across 400+ public sector programs for three years. During that time he ran paid media account management, campaign data strategy, and analytical work for Google's relationship with the Public Health Industry on both the Federal (HHS, FDA, CMS, CDC, etc) and State (NY/CA/WA Depts of Health, etc). Quinn more than doubled Google's public health media revenue in eleven business quarters, across about 400 unique initiatives. He have plugged in with media and attribution expertise across Military branches (Army, Navy, Air Force, etc), Civilian revenue generating branches (Amtrak, USPS, etc), and political campaigns/advocacy groups. He created (as the lead project manager) the broader internal technical workflow across international teams from DC to Delhi to successfully manage Google's Government Advertising business in the US.

Education

Bachelor of Arts (B.A.), Honors, Dual Major in Government & Legal Studies

PROJECT MANAGEMENT

Mosaic takes pride in making every client feel like they are the only one. Our clients are our top priority and we work tirelessly to ensure complete satisfaction of our services. Our team understands that the elements of cost, time, scope and quality are essential to the successful delivery of all projects. It is important to make the most of all the resources available to us to satisfy these core elements, including coordination with the HBCRA's staff throughout the life of each project. It is our teams' goal to not only create transparency but have an open-door policy as it pertains to timeline development, meeting scheduling, and other program status items as needed. Upon selection, our team will work with the CRA Project Manager during a kick-off meeting to identify key metrics that will assist in measuring the core elements of the project(s).

To achieve the proposed services outlined in our response, Mosaic proposes to schedule weekly conference calls/zoom meetings (30mins-1hour) with key team members. Meetings will be held on agreed upon standing days and times in order to effectively manage each party's time and marketing efforts. In addition, Mosaic utilizes project management programs including TeamWork, Google Drive, Google Calendar, and Social Media & Editorial Planners to keep the project team on task, on budget and the client up to date with live data and access to documents. In working together to achieve your desired goals, we thought we'd share a few ideas to support our success:

- *Full Content Delivery*
- *Timely Information Transfers*
- *Responsive Feedback*
- *Keep Established Meetings*
- *Reliable Handoffs*
- *Transparent Agendas*
- *Mindful Etiquette*

Mosaic will provide monthly reports that will be submitted with invoices. We will utilize those reports to create a comprehensive annual communications/campaign report detailing all activities, conducted under the contract. including the number of meetings coordinated and attended, communication tools produced, targeted outreach, promotional activities, news articles, and other coverage, awards, media promotions, and specific efforts undertaken to achieve program goals, and results as measured with website activity, social media analytics, email marketing analytics, and more. We will also include recommended strategies and program improvements in the next year. The report will be in an electronic format for distribution to the CRA team. We will submit a 3-year program report providing detailed program achievements, marketing, participation, leveraging of resources, and other materials that demonstrate the achievement of the CRA goals. The final report should also address any obstacles encountered in implementation of the marketing program and suggested recommendations for the future.

KEY PERFORMANCE INDICATORS (KPI)

Measuring your marketing Return on Investment (ROI) - The Mosaic Group understands the importance of getting a return on your investment. Our measurement tools/key performance indicators include but are not limited to:

- Number of stories about and/or involving HBCRA programs and efforts
- Impressions from various media outlets
- Electronic feedback forms and e-surveys to evaluate interaction and experiences
- Website statistics powered by Google Analytics
- Media analytics powered by Google BigQuery
- E-mail marketing Analytics
- Social Media Analytics
- Event Attendance
- Quantitative & Qualitative Research Analysis

12 MONTH YEAR TIMELINE

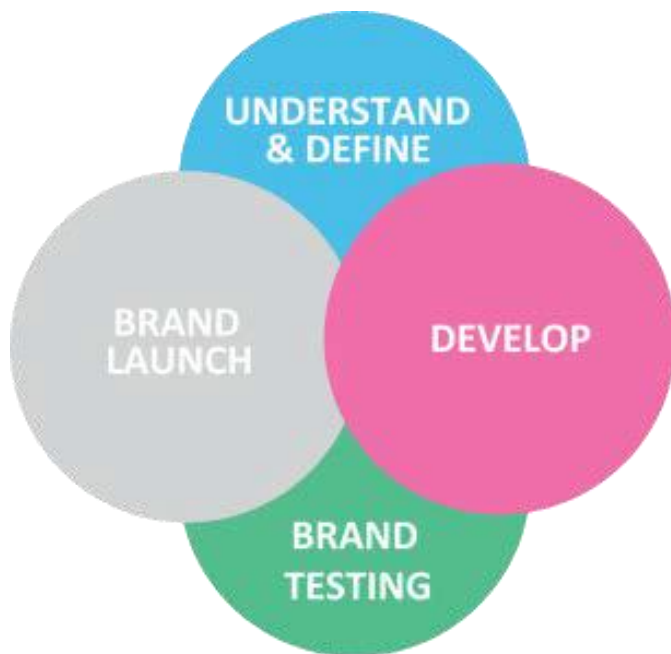
DELIVERABLE	Year 1	YEAR 2	YEAR 3
Marketing & Branding Plan Development	Month 1		
Econ Dev Partners & Community Involvement / Market Research for Branding/Campaign Development	Month 1		
Program Branding & Campaigns (logos, messaging, copy/content)	Month 2-3		
Communication Tools Development	Month 2-3		
Collateral Materials Development/Updates	Month 2-3/Ongoing	X	X
Translation of Materials	Month 2-3/Ongoing	X	X
Public Relations	Month 1-12	X	X
Press Release Generation & Distribution	Month 1-12	X	X
Social Media Management	Month 1-12	X	X
E-newsletters	Month 1-12	X	X
E-Blasts	Month 1-12	X	X
Blogs/Vlogs	Month 1-12	X	X
Website Updates & Management	Month 1-12	X	
Ad Campaigns (Paid)	Various per event/campaign	X	X
Grassroots Outreach	Month 1-12	X	
Crisis Communications Management	As needed	X	X
Photography	As needed	X	X
Videography	Various per event/campaign	X	X
Website Design & Development (New)	As Needed /definitely within year 2	X	
Awards Nominations (Annual FRA, ULI, & SFBJ Awards Apps, plus others)	Various based on award application deadlines	X	X

OUR METHODOLOGY & APPROACH

Our Methodology

Mosaic's project plan goes beyond designing and executing an ordinary public relations and marketing initiative – logo, collateral material, website, press release development and distribution, etc. Our approach leverages Hallandale Beach CRA's accomplishments, and exclusive offerings. This is an opportunity to not only build upon a well-positioned platform and enhance the brand identity for the current initiatives, but to also bring new, fresh, and innovative strategies. Our approach pools together all of the assets of the City of Hallandale Beach and the Hallandale Beach CRA to engage them in the marketing and outreach efforts. From residents and community leaders to corporate partners and tourists in Hallandale Beach, Broward County and beyond. Each has a place within our toolkit of strategies and tactics.

Our Approach to Branding and Campaign Development



UNDERSTAND & DEFINE

During this phase, our team will work with you to further explore your vision, organization's positioning, and needs. We will conduct a SWOT analysis to identify any additional goals and objectives. We will then create an action plan that uses sound marketing principles, while working within the confines of your budget.

DEVELOP CAMPAIGN

Next, your Mosaic team will create plan of action and campaign to include appropriate target audiences and the development of measurable strategies and tactics. Upon receiving feedback from you, we will test and refine the plan and campaign.

CAMPAIGN TESTING & EVALUATION

We know how critical constituency buy-in is for our clients. Therefore our pre-testing efforts may include conducting research through focus groups, surveys, and interviews to obtain feedback and buy in from community residents and stakeholders.

CAMPAIGN LAUNCH

Once all aspects of project development have been covered, we will develop key messaging and complete the final product and launch the campaign. As a part of the launch, we will form strategic alliances with suitable partners and media. We will also keep an open line of communication with you after implementation to ensure we are in line with the budget, producing positive results and overall customer satisfaction.

Our Approach to Creative Strategy

The Mosaic Group has a simple eight step process to developing a creative strategy:

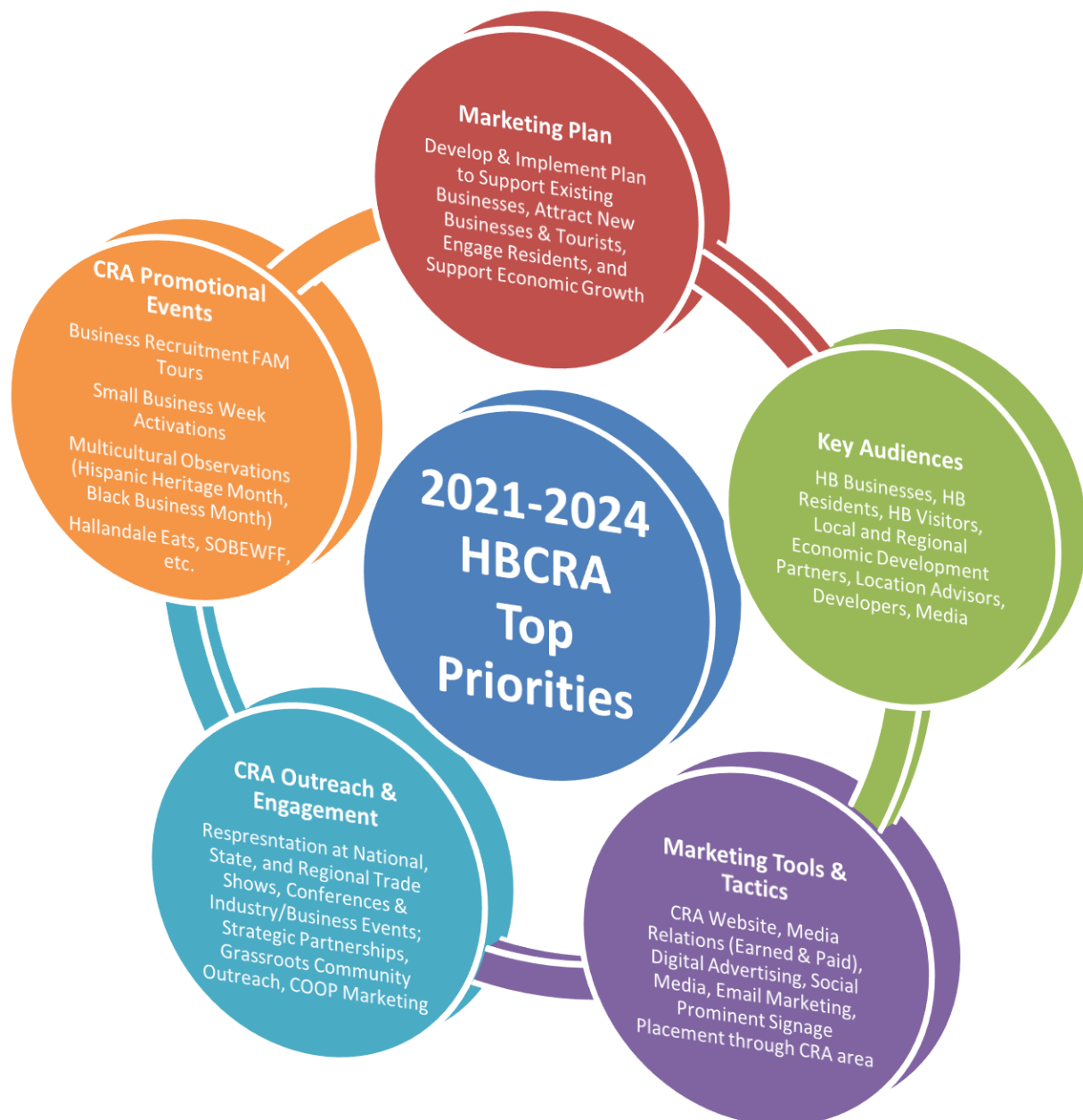
1. Learn about your vision, organization's positioning, and needs
2. Identify short- and long-term goals and objectives
3. Brainstorm
4. Research Target Market/Audience
5. Research Competition (competing water conservation programs) and Industry Best Practices
6. Develop marketing and communication strategies
7. Develop messaging, copy, and visual concepts
8. Present to client for input and review

OUR PROPOSED STRATEGIES & CONCEPTS

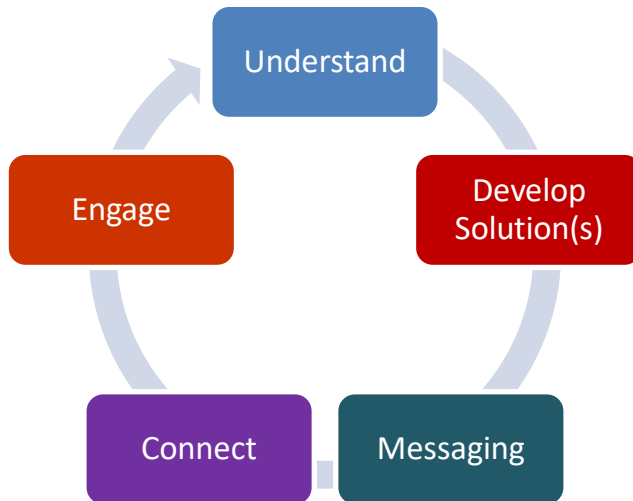
COMMUNICATIONS STRATEGY AND PLAN DEVELOPMENT

Mosaic will develop a comprehensive 3-year communications strategy and plan with organizational charts, internal and external communications guidelines and procedures for program implementation and documentation, plan to reach and engage key stakeholders, messaging, strategies/tactics, timelines, budgets and more. Below is a snapshot of our proposed communication plan.

PROPOSED COMMUNICATIONS PLAN SNAPSHOT



IMPLEMENTATION OF MARKETING STRATEGY



The Mosaic team will work closely with the CRA team to implement the marketing and public relations strategy that has been created. Below you will find our approach to some the marketing and communication tactics that will be included in the proposed marketing and public relations plan.

SAMPLE MARKETING CAMPAIGN THEMES & MESSAGING

Themes & Messaging:

“Hallandale is What’s Happening” – Food, Art, Culture & Entertainment (overarching theme 1)

“It All Happens in Hallandale” – Experience Anything but Ordinary (overarching theme 2)

“Hallandale Happenings” – E-Newsletter/Print Magazine Style Newsletter/Vlog and/or Blog

Mosaic wants to build a campaign brand with a theme that embodies all of the CRA’s target audiences and objectives. **“Hallandale is What’s Happening”** (A *sample brand campaign*) is a holistic approach to building, launching, and implementing our communications strategy. Our approach is to create an emotional and experiential experience whenever anyone, anywhere hears about or see information about the Hallandale Beach CRA marketing plan –we want them to visually experience the moment. Our media campaign will invite businesses, residents, stakeholders, and visitors to become a part of the solution and become engaged in the campaign. This is the prime opportunity to develop a fresh and innovative, branded public relations and marketing campaign to assist the CRA in reaching your long- and short-range goals. This also gives is an opportunity to create a new brand guide for the CRA. Our approach to the branded marketing/pr campaign is as follows:

BRAND DESIGN

Branding Overview: The messaging and branding process are two pronged. First, we design the personality and position of the brand so that it’s identifiable and easily recalled by the community at large. Second, the execution of the marketing and communications strategies will incorporate tactics to communicate key messages of the campaign to the core audiences. Our approach to building a brand personality and corresponding themes to reflect the CRA and will integrate all the attributes of what the CRA is and integrate it with how it wishes to evolve. Everything the CRA does, every communications piece, key messages, how local businesses and partners get involved will resonate with target audiences in a singular message.

BRAND & MESSAGING CONCEPTUALIZATION

- Develop and propose alternative “brand themes or identities” no fewer than three – that will enable the brand to have consistent, coherent, and cohesive messaging.

- Create brand identifiers and the visual elements attached to the brand: name, personality, representation, tag line, story, logo, color scheme, font guideline, and other messages that communicate the brand.
- Conceptualize and design collateral to include logo concepts, style guides, letterheads, newsletters, brochures, PowerPoint presentations, email campaigns, press kits, graphic standards, and up to four market segment pieces/brochures targeting key stakeholders.
- Create messaging for usage in various communication formats: website, social media, signage, and more.
- Conduct a second round of focus groups (if needed) to ensure key stakeholders provide feedback and ranking of the most favorable brand concept.
- Provide a detailed report of the outcomes of these final focus groups

Brand Finalization including Implementation and Community Engagement Plan:

- Develop a plan to incorporate the brand into internal and external communications, protocols and initiatives, and a document outlining the tested and recommended brand strategy and messaging platform.
- Create a brand standardization guideline and management program for brand usage, promotion and protection.
- Shape the image with overarching communications themes, message hierarchy, branding themes, and positioning strategies that crystallize key messages and sub-messages.
- Creative messaging toolbox to include strategic messaging point, talking points, and examples of media content.

MARKETING PLAN/STRATEGY:

- Increase awareness of the CRA through integrated marketing and advertising.
- Create materials including media kits, materials, brochures, media releases, and newsletters that are in line with the new branding guidelines and marketing plan scope.
- Develop/create/strategically place promotional ads in key media outlets (emphasis on digital display ads).
- Create/develop a reality web series (i.e. Hallandale Happenings) for placement on the CRA website.
- Develop and sustain marketing partnerships that increase reach.
- Build and sustain relations with Florida and National media and social influencers.
- Create influencer campaigns to reach social communities to promote awareness, engagement and advocacy.
- Leverage existing strategic partner relationships with promotions of partner media (i.e. podcasts, webinars, and more)
- Identify speaking engagements for the CRA's staff and team members
- Grassroots Community outreach
- Develop on-going opportunities for local businesses, restaurants, and the community to be a part of the marketing strategy
- Build momentum for a marketing and PR campaign Brand Launch through a series of events and community-driven programs
- Work with current partners and local businesses for sponsorship and brand activation opportunities.
- Work with City of Hallandale Beach & Broward County Advertising Programs as a source to include some of the current initiatives (Bus/Trolley Wraps, Bus Stops and Bus Benches)
- Provide radio, television, outdoor, print, digital, point-of-purchase and direct mail advertising materials.
- Manage and negotiate all media campaigns
- Construct promotional copy and edits for all marketing material and campaigns
- Create cost-effective advertising materials
- Place public information displays on board as an informative tool for residents, civic association groups and community advocates.
- Evaluate and set campaign objectives and goals
- Conduct post evaluation to review campaign success
- Assist with managing and reconciling advertising budgets
- Pay-per-click campaign management using Google AdWords and other digital platforms

WEBSITE

The Mosaic Group created and has managed the CRA website and will continue updates, enhance the overall look, design, and user experience/engagement. We recommend redesigning the website in year 2 to give it a new look and experience.

DIGITAL & SOCIAL MEDIA MANAGEMENT

- Take advantage of social media outlets such as Facebook, Instagram, Tic Tok, Twitter, LinkedIn, YouTube, and Pinterest to build the hype about marketing campaign.
- Promote engagement with across different audiences.
- Leverage social conversations to build brand engagement.
- Work with local “celebrities/influencers” who either grew up, live in, work in, or have business in Hallandale Beach to seek their endorsement of the marketing and public relations campaign.
- Take advantage of social media marketing opportunities.
- Post engaging content on social media outlets such as Facebook, Twitter, Instagram, LinkedIn, and You Tube on an ongoing basis.
- Create a hashtag that is used in every tweet and post to build social media following.
- Write/post advice-packed pieces loaded with solid information experiences, opportunities, and activities in Hallandale Beach.
- Join in on weekly hashtag themes to build social media following.
- Create a buzz on social media with a testimonial campaign.
- Create engaging video content including animated videos, success stories of businesses and residents, promo videos, and Reels
- Develop a YouTube/Podcast Series (Can be live streamed or pre-recorded) and aired monthly – replayed/repurposed throughout the month across other platforms
- Create social media filters for increased engagement
- Create social media contests and challenges
- Create and maintain a social media calendar driven by the social media strategy
- Develop Opt-In Email and Text Messaging Campaigns
- Create/develop electronic newsletters and email marketing campaigns to keep the community and target audiences apprised of program updates and highlights of the initiatives
- Track and report social and digital media analytics (impressions, engagement, growth, and more)

COLLATERAL MATERIAL

Mosaic will continue working with the HBCRA team to develop and update collateral materials

- Promote a shared vision of the CRA’s position among a diverse population through graphically appealing and engaging materials
- Development of a new or updated themes, taglines, messaging
- Create content and graphics for various pieces of collateral materials including but not limited to flyers, posters, doorhangers, direct mail pieces, brochures, banners, display units, postcards, and more
- Design site visitation materials, economic development toolkit, annual reports, newsletters, and advertisements
- Translate all materials into Spanish and Creole (print and digital)
- Materials will developed and printed following ADA compliance guidelines

PUBLIC RELATIONS (EARNED MEDIA)

Our team is adept at building strategies that have an undeniable impact on expanding reach, driving website traffic, generating interest in the brand, increasing community ownership, and enhancing stakeholder loyalty. Our team will implement a public and media relations strategy which includes but is not limited to the following:

- Create materials including media kits, annual reports, brochures, media releases, and newsletters that are in line with the county’s guidelines and the campaign’s scope.
- Create media content for publications, editorials, newspapers and websites
- Cultivate/nurture relationships with appropriate media outlets
- Organize and facilitate press conferences, public editorial board meetings and interviews

- Identify speaking engagements such as podcasts, talk shows, and interviews for staff to speak on behalf of the campaign
- Craft timely, succinct presentations and talking points tailored to the ongoing campaigns for staff and the marketing team.
- Seek opportunities for exposure in both local and national media depending on the news cycle.
- Develop strategy for introducing CRA stakeholders to various real estate and development beat reporters should they need to call upon local experts for their coverage.
- Assist the CRA in breaking news to audiences you feel are important by providing guidance and strategy for content creation.
- Write/develop/distribute/pitch news releases, media advisories, and PSAs.
- Schedule media interviews and appearances with TV and radio stations for CRA representatives to share news and initiatives.
- Secure media coverage through ongoing pitching and promotion.
- Create/develop/place :30 a commercial on cable outlet.
- Establish partnerships for cross promotion opportunities.
- Organize and facilitate press conferences, publicity tours, editorial board meetings and interviews.
- COHB Communications Channels: Our public engagement team will work closely with the COHB public information team to utilize their communication channels to reach out to and update residents including their websites, public access channels, email newsletter social media platforms, and commission meetings.
- CRA Board, Community Boards & Staff: We will work with the CRA team to keep the CRA Board and Community Boards, and key staff members abreast of program milestones and messages/information with monthly updates sent via email; quarterly calls/meetings with each Board member/key staff.

MEDIA PLANNING & ADVERTISING (PAID MEDIA)

The Mosaic Group performs media buying services for clients. Through our long-term relationships with various media representatives including multicultural media outlets. We negotiate and develop cost effective media plans. Our campaign will have with an emphasis on digital media as it is one of the most cost effective, yet most impactful form of advertising today. Strategies may include but isn't limited to:

- Develop an effective advertising plan and budget (based on negotiated rates)
- Create and manage an advertising planner, flight schedule, and tracker
- Develop a creative print ad promoting the CRA's programs and events. The ad will be placed locally distributed newspapers, magazines and community newsletters.
- Launch radio promotions in concert with events. Mosaic will develop exciting radio promotions with call-in contests allowing listeners to win tickets or other incentives.
- Radio, print, and digital advertising materials
- Manage and negotiate all media campaigns
- Construct promotional copy and edits for all marketing material and campaigns
- Create cost-effective advertising materials
- Evaluate and set campaign goals
- Conduct post evaluation to review campaign success
- Managing and reconciling advertising budgets
- Providing quarterly media cost/rate targets for media buyers
- Pay-per-Click campaign management using Google Ads
- Incorporate OTT advertising – ads on streaming platforms
- Place and run ads on Facebook, Instagram, Youtube, and Tic Tok
- Ad placement will include multicultural media (African American, Caribbean, LatinX, and Haitian Print, Radio, and Digital Media Outlets). Ads will be translated for respective media outlets

We implement various methods of evaluating our placement including but not limited to:

- Arbitron ratings
- Market segmentation
- Media outlet programming statistics
- Cost - GRP (gross ratings points), CPP (cost per point), CTR (click-through rates), CPM (cost per 1,000)
- Value added benefits

Our Partnership with Google

The Mosaic Group has partnered with Google and their data warehouse BigQuery which we will use as a hub for our marketing analytics with our digital media communication efforts. **Google BigQuery** will be used for storage, analytics, and automated machine learning tools. Google BigQuery is used at the center of many of the leading marketing analytics for large campaigns and in the public sector. Google BigQuery also has free transfers from several media systems such as Google Analytics, Google Ads, YouTube, etc. to make it an easy and cost efficient way to analyze media data. It has the security and privacy standards to be able to combine that media data with operational performance data that otherwise would be challenging to compare directly to media pursuits, such as financial transactions or PII. This unified approach gives a real time feedback mechanism for our team to be able to compare media placements with outcome information in a clean and easy to use fashion, where any new data sets or systems we use can be easily added into the warehouse as we go throughout the campaign. Google BigQuery also has built-in datasets that we can use mostly as well.

GRASSROOTS COMMUNITY OUTREACH

Sometimes the most challenging component to an outreach strategy is effectively connecting with the target audiences. The Mosaic Group is the region's leader in grassroots engagement as we understand the importance in meeting constituents where they are and taking the information to their doorsteps, especially low to moderate income communities. Our grassroots team, MSquad will facilitate key community partnerships with faith-based, civic, and neighborhood organizations; distribute information to businesses, community centers, day care centers, churches, targeted neighborhoods, food banks, laundry mats, salons, barber shops, and more; and attend and stand up HBCRA initiatives at various community events and happenings. Mosaic will utilize various outreach tools and tactics to connect with audiences in Hallandale Beach and surrounding communities and counties. Some of our tools and tactics include but are not limited to:

- Identify, plan, organize and/or attend special/community-based events and meetings (evenings and weekends included)
- Develop and maintain a calendar of public and private events
- Activate MSquad Street Team and Brand Ambassadors to attend and represent the CRA
- Develop presentations
- In-House fully automated call center (can set up hotlines, pre-recorded messages, outbound & inbound calling, scripting, emailing, and more)
- Notify residents, businesses and community organizations of CRA related initiatives through mass mailings and distribution of a bilingual fliers/brochures including physical and digital collateral display opportunities
- Coordinate with the area homeowners' and neighborhood associations to gather community input, distribute information and notify community of significant milestones.
- Keep local churches and faith-based organizations involved by including updates and activities in bulletins and newsletters.
- Partner with existing organizations to host breakfast, lunchtime or happy hour events to share updates.
- Identify speaking engagements for CRA staff and team members
- Conduct presentations on behalf of the CRA as needed
- Provide support to existing events/initiatives hosted or sponsored by CRA and its partners to promote the marketing efforts
- Play-Back: Generate content from events and identify creative means of "play-back" to key internal and external audiences – used across CRA and COHB communication assets.
- Attend necessary CRA staff meetings and provide ongoing communications support
- All outreach efforts will include tri-lingual (Spanish and Creole) content, translators (as needed), and will be cross

promoted with multicultural media outlets (Haitian, Spanish, and Caribbean media) to ensure all CRA audiences are informed and engaged.

CO-OP ADVERTISING OPPORTUNITIES

The Mosaic Group is all about connecting our clients with co-op advertising opportunities to increase awareness, decrease cost, and create win-win collaborations. We have relationships throughout the region and will connect our clients as well as community and corporate partners for opportunities to cross promote. Our success is driven by strategic partnerships with our businesses, residents, community agencies, civic and faith-based organizations, community stakeholders, elected officials, and over 300 direct media contacts in the region and statewide. These partnerships ensure the success of our client's campaigns and initiatives.

OUR MARKET RESEARCH CAPABILITIES & APPROACH

- Electronic feedback forms and e-surveys to evaluate interaction and experiences
- Direct mail response campaigns
- Key stakeholder interviews
- In-House fully automated call center (can set up hotlines, pre-recorded messages, outbound & inbound calling, scripting, emailing, and more)
- Focus Groups
- Surveys
- Charrette-style meetings with key community members - may include Residents, Merchants, Business Partners and more
- Evaluations
- Quantitative & Qualitative Research Analysis

MOSAIC ADDITIONAL VALUE-ADDED SERVICES/ASSETS

Large and small scale printing, scriptwriting & video production, in-house call center, in-house community meeting/conference room, mass mailing management, and in-house email marketing platform, and crisis communication.

WORK SAMPLES (PLEASE SEE WORK SAMPLES SECTION OF PROPOSAL)

References of Similar Work (also see completed Vendor Reference Verification Forms)

Client A: Palm Beach County / Palm Tran Public Transportation

Client B: City of Miami Gardens

Client C: City of Ft. Lauderdale NPF CRA

CLIENT A: Palm Beach County / Palm Tran Public Transportation

PROJECT: General Planning Contract

DESCRIPTION: Public outreach staffing, graphic design, project planning and management, general marketing, video production

AMOUNT: \$330,000

DURATION: August 2019 – August 2022

CONTACT PERSON: Joseph Harrington, Interim Director of Support Services • 561-841-4236, jharrington@pbcgov.org

GEOGRAPHIC FOCUS: Palm Beach County

RESULTS: Promotion of Go Glades program which has increased ridership by more than 20% in 3 months; Creation of new awareness/advertising campaigns including Bus Operator recruitment, Faces of transit, COVID-19 Heroes of Transit, and the new Paradise Pass bus card for the new payment system launching this month – creation of campaign themes and messaging, design of campaign brands, bus wraps, flyers, photo library, and videos; Community Outreach with MSquad Street team (community events booth set up and representation, engagement with riders at main transit hubs in PBC to inform them of schedule and route changes, and more.

MOSAIC NAMING & DESIGN OF PARADISE PASS

CLIENT B: City of Miami Gardens

PROJECT: City of Miami Gardens Super Bowl 2020 Advertising Campaign

DESCRIPTION: market research and campaign development; implementation and execution; budget management; event management and public relations support

AMOUNT: \$40,000 +

DURATION: October 2019 – February 2020

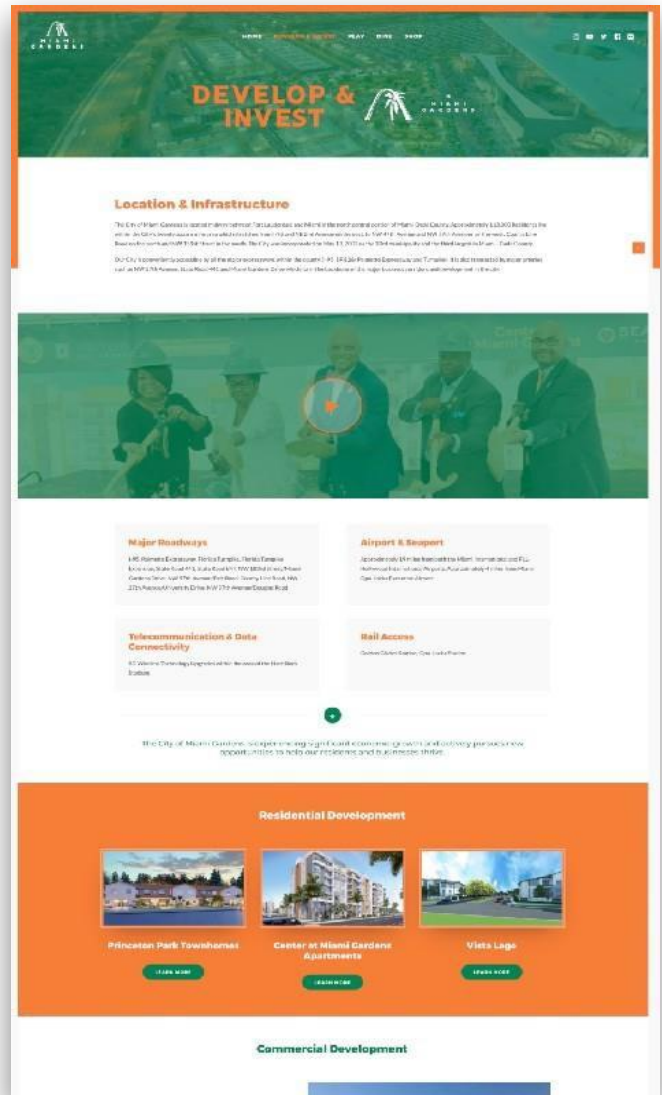
CONTACT PERSON: Tamara Wadley, Assistant to the City Manager, Communications

305-622-8000, twadley@miamigardens-fl.gov

GEOGRAPHIC FOCUS: Miami Gardens, Miami Dade County, South Florida

RESULTS: Successfully developed and launched ad campaign to promote the City of Miami Gardens before, during and post Super Bowl; developed campaign theme, brand, messaging, advertising assets, website, trolley wraps, flag pole banners, and collateral materials; coordinate public relations and media conference. Campaign was so successful, the City has reengaged Mosaic for a 1 year contract expand the initiative with a new economic development marketing campaign for the City which will begin November 15, 2021.

MOSAIC BRANDING “WHERE YOU WANT TO BE” CAMPAIGN WEBSITE



CLIENT C: City of Ft. Lauderdale Northwest-Progresso-Flagler Community Redevelopment Agency

PROJECT: NPF-CRA Branding & Marketing Initiatives

DESCRIPTION OF WORK: Branding, marketing, community outreach, public relations

AMOUNT: \$246,500

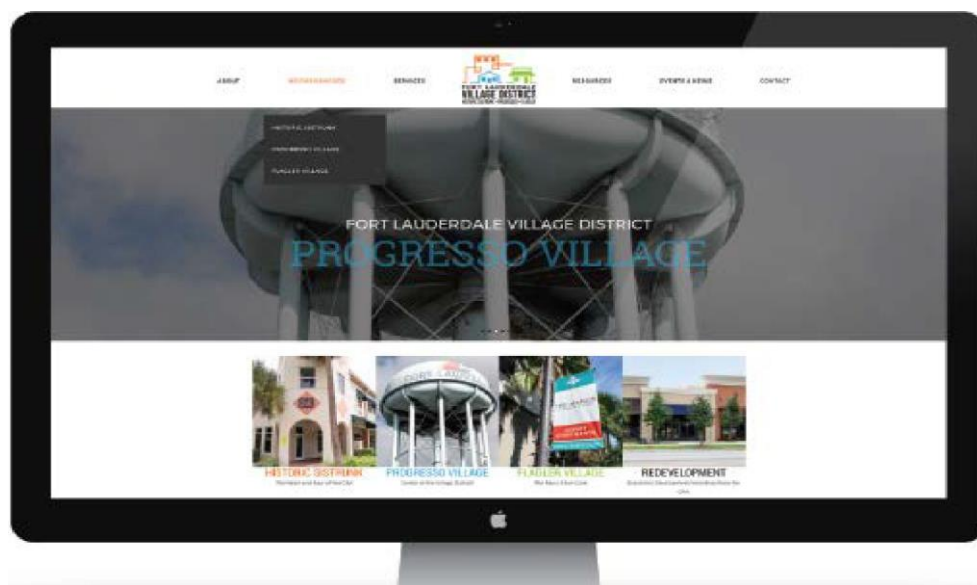
DURATION: November 2014 - 2017

CONTACT PERSON: Clarence Woods, NPFCRA Manager • 954-828-6985, cwoods@fortlauderdale.gov

GEOGRAPHIC FOCUS: Ft. Lauderdale **TARGET AUDIENCE:** Residents of the City and Broward County, businesses, developers, community stakeholders, tourists, surrounding counties, and media

RESULTS: Launch first Small Business Week Fort Lauderdale with over 50 participating businesses, launch of 8 new businesses, and over 500 new visitors; Developed new brand for Historic Sistrunk; New agency brand and Progresso Village brand development in progress; garnered positive press for the Historic Sistrunk Community with a pre-branding initiative -- over 5 stories published over a two week period by 4 publications.

MOSAIC “FORT LAUDERDALE VILLAGE DISTRICT” BRANDING AND MARKETING CAMPAIGN



COST PROPOSAL FEE SCHEDULE

Item	Description of Task	Agency Hourly Rate	Estimated Hours/month	Estimated Monthly Fee	Year 1	Year 2	Year 3
1	Marketing & Branding Plan	\$225/hour	10	\$2,250			
2	Public Relations	\$150/hour	4	\$600			
3	Press Releases	\$150/hour	2	\$300			
4	Social Media Management	\$125/hour	13	\$1,625			
5	Email Newsletter	\$125/hour	6	\$750			
6	Email Blasts	\$125/hour	3	\$375			
7	Blogs	\$125/hour	2	\$250			
8	Websites	\$150/hour	3	\$450			
Total Per Year			\$79,200		\$79,200	\$79,200	\$79,200
Total for 3 year Term			\$237,600				

RATES FOR ADDITIONAL SERVICES:

Item	Description of Task	Hourly Rate
1	Specialized Marketing	\$225
2	Promotional Services	\$125
3	Crisis Management	\$250
4	Consultation Services	\$250
5	Photography	\$100
6	Videography	\$150
7	Printing and Website Design	\$150
8	Maintenance Services	\$125
9	Contact Center Services	\$200

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	\$ 225	\$ 27,000	\$ 27,000	\$ 27,000
2.	Public Relations	\$ 150	\$ 7,200	\$ 7,200	\$ 7,200
3.	Press releases generation and distribution	\$ 150	\$ 3,600	\$ 3,600	\$ 3,600
4.	Social media account and management	\$ 125	\$ 19,500	\$ 19,500	\$ 19,500
5.	Email newsletter	\$ 125	\$ 9,000	\$ 9,000	\$ 9,000
6.	Email blasts	\$ 125	\$ 4,500	\$ 4,500	\$ 4,500
7.	Blogs	\$ 125	\$ 3,000	\$ 3,000	\$ 3,000
8.	Websites	\$ 150	\$ 5,400	\$ 5,400	\$ 4,500
TOTAL PER YEAR:			\$ 79,200	\$ 79,200	\$ 79,200
TOTAL FOR 3 YEAR TERM:			\$ 237,600		

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	\$ 225
2.	Promotional services	\$ 125
3.	Crisis management	\$ 250
4.	Consultation services	\$ 250
5.	Photography	\$ 100
6.	Videography	\$ 150
7.	Printing and website design	\$ 150
8.	Maintenance services	\$ 125
	Additional Services. Describe below in rows 9-11:	
9.	Contact Center Services	\$ 200
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, Ann Marie Sorrell, President & CEO
Name of authorized Officer per Sunbiz and/or legal documentation Title
of Upscale Events by Mosaic, Inc dba The Mosaic Group
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.

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: THE MOSAIC GROUP
Business Name: MOSAIC GROUP THE

Receipt #: 376-261135
Business Type: ADVERTISING/MARKETING
(MARKETING/PUBLIC RELATIONS)

Owner Name: UPSCALE EVENTS BY MOSAIC INC
Business Location: 405 NW 7 AVE
FT LAUDERDALE
Business Phone: 561-651-9565

Business Opened: 07/25/2012
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	0.00	0.00	0.00	0.00	0.00	45.00

THIS RECEIPT MUST BE POSTED CONSPICUOUSLY IN YOUR PLACE OF BUSINESS

THIS BECOMES A TAX RECEIPT

WHEN VALIDATED

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

Mailing Address:

UPSCALE EVENTS BY MOSAIC INC
5840 CORPORATE WAY STE 250
WEST PALM BEACH, FL 33407

Receipt # WWW-20-00233595
Paid 08/31/2021 45.00

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

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State/County/Cert/Reg:
Exemption Code:

Rooms Seats Employees Machines Professionals

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

Receipt # WWW-20-00233595
Paid 08/31/2021 45.00

WORK SAMPLES (PER SECTION 8)



BE LOCAL CAMPAIGN

Georges Etienne
Creative Strategist

Mosaic Group
5840 Corporate Way, Suite 250
West Palm Beach, FL 33407
Phone: (561) 651-9565

BE a foodie.

BE a shopaholic.

BE

in the
know.

BE

a
foodie.



BE

a shopaholic.



BE

an
indulger.
(responsibly)



BE

**in the
know.**





BE
excited!



BE loyal to
local.



**eat
local.**





**buy
local.**



**dress
local.**



grocery
shop
local.





www.belocalhb.com

CLIENT: CITY OF HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

PROJECT: HBCRA Marketing Initiatives

DESCRIPTION OF WORK: Food & Grove Event Media

DURATION: October 2018-Present

NUMBER OF FULL TIME STAFF PROVIDED: 4

CONTACT PERSON: Faith Phinn | 954-457-1384 | fphinn@hallandalebeachfl.gov | 400 S. Federal Highway Hallandale Beach, FL 33009

GEOGRAPHIC FOCUS: Hallandale Beach, Broward County, South Florida

TARGET AUDIENCE: Residents of the City and Broward County, businesses, developers, community stakeholders, tourists, surrounding counties, and media

RESULTS: Provided event marketing and support services for the 2020 Food & Groove Festival and Foodie Movie Nights in the Park (Partnership with SOBEWFF®). Placed radio ads with iHeart Media and Cox Media, engaged Julie Guy & Tamara G of 101.5 LITE FM to serve as the event hosts, placed print ads with Legacy Magazine/Sun-Sentinel, received three articles in earned media. Applied for Statewide Award, see award application for more details of the event and media efforts.

SATURDAY
**FEB
22**

7:00 PM -10:00 PM

Peter Bluesten Park
501 SE 1st Avenue
Hallandale Beach, FL

**FOODIE MOVIE
NIGHT IN THE PARK**

Featuring a Special Screening of *Cloudy with a Chance of Meatballs*



**Hosted by
Valerie Bertinelli**
Host of Food Network's
Valerie's Home Cooking

To learn more and to purchase tickets
visit www.sobewff.org/hallandale

\$25* ADULTS \$10* CHILDREN
All Food And Drink Included
*Tax and service fees apply

Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY





FRIDAY
**FEB
21**

7:00 PM -10:00 PM

Peter Bluesten Park
501 SE 1st Avenue
Hallandale Beach, FL

**FOODIE MOVIE
NIGHT IN THE PARK**

Featuring a Special Screening of *The Hundred-Foot Journey*



**Hosted by
Jacques Torres**
Pastry Chef & Chocolatier

To learn more and to purchase tickets
visit www.sobewff.org/hallandale

\$25* ADULTS \$10* CHILDREN
All Food And Drink Included
*Tax and service fees apply

Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY





Hallandale Beach, FL
501 SE 1st Avenue
Peter Bluesten Park



\$25* ADULTS \$10* CHILDREN
All Food And Drink Included
*Tax and service fees apply

www.sobewff.org/hallandale





SATURDAY
FEB 22
1:00 PM - 4:00 PM



PARTICIPATING RESTAURANTS

CEVICHE AVENUE
CHEF DERICA WALLACE
CHEF HOLMES SMOKIN BONES
CHIMYCHURRY GRILL
DOGGI'S AREPA BAR
DOSHA AYURVEDA CAFE & JUICE BAR
DR. LIMON CEVICHE BAR
DUNNS RIVER ISLAND CAFE
EL TAYTA PERUVIAN RESTAURANT
ETARU HALLANDALE BEACH
FRANKEY'S SPORTS BAR

GO BISTRO
JUNIPER ON THE WATER
LA ESTANCIA ARGENTINA
LAS VEGAS CUBAN CUISINE
LATIN FUSION
LEROY'S BBQ SMOKEHOUSE
MARASH TURKISH CUISINE
OM'ECHAYE KITCHEN & RESTAURANT
TEN PALMS
YARD HOUSE



\$25* ADULTS \$10* CHILDREN

All Food And Drink Included

Hosted by Julie Guy & Tamara G
Those 2 Girls in the Morning - 101.5 Lite FM



Gulfstream Pegasus Park | 901 Federal Hwy, Hallandale Beach, FL

To learn more call (954) 457-2228 and to purchase tickets visit www.sobewff.org/groove

*Tax and service fees apply



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

2020 Florida Redevelopment Association Roy F. Kenzie Awards

Award Entry Category: Management Programs & Creative Partnerships

The Hallandale Beach & (SOBEWFF®) Partnership: Food & Groove Festival and Foodie Movie Nights in the Park

Award Application Summary

HBCRA partnered with The Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF®) to host three signature events - Foodie Movie Nights in the Park (2) and the Hallandale Beach Food & Groove Festival. The sold-out events had 21 participating restaurants, 6 food trucks, live paintings curated by ArtServe, appearances by Food Network's celebrity chefs including World Famous Chocolatier Jacques Torres and Food Network Star Valerie Bertinelli, and more than 800 participants over the weekend. These events were a first of their kind for the City of Hallandale Beach and garnered over 6.4 million unique media impressions.

Project Links

[View PowerPoint Presentation Online](#)
[Food & Groove Restaurant Promos YouTube Playlist](#)
[Food & Groove Event Recap Video](#)

Media Coverage Links

[Caribbean National Weekly](#)
[South Florida Times](#)
[NBC 6 South Florida](#)

The image displays three event posters for Hallandale Beach. The top poster is for 'FOODIE MOVIE NIGHT IN THE PARK' on Friday, February 21, at Peter Brunetti Park, featuring Jacques Torres. The middle poster is for 'Hallandale Beach FOOD & GROOVE' on Saturday, February 22, at Gulfstream Park, featuring Julie Guy & Tamara G. The bottom poster is for 'FOODIE MOVIE NIGHT IN THE PARK' on Saturday, February 22, at Peter Brunetti Park, featuring Valerie Bertinelli. All posters include ticket prices for adults and children, and a website for more information.

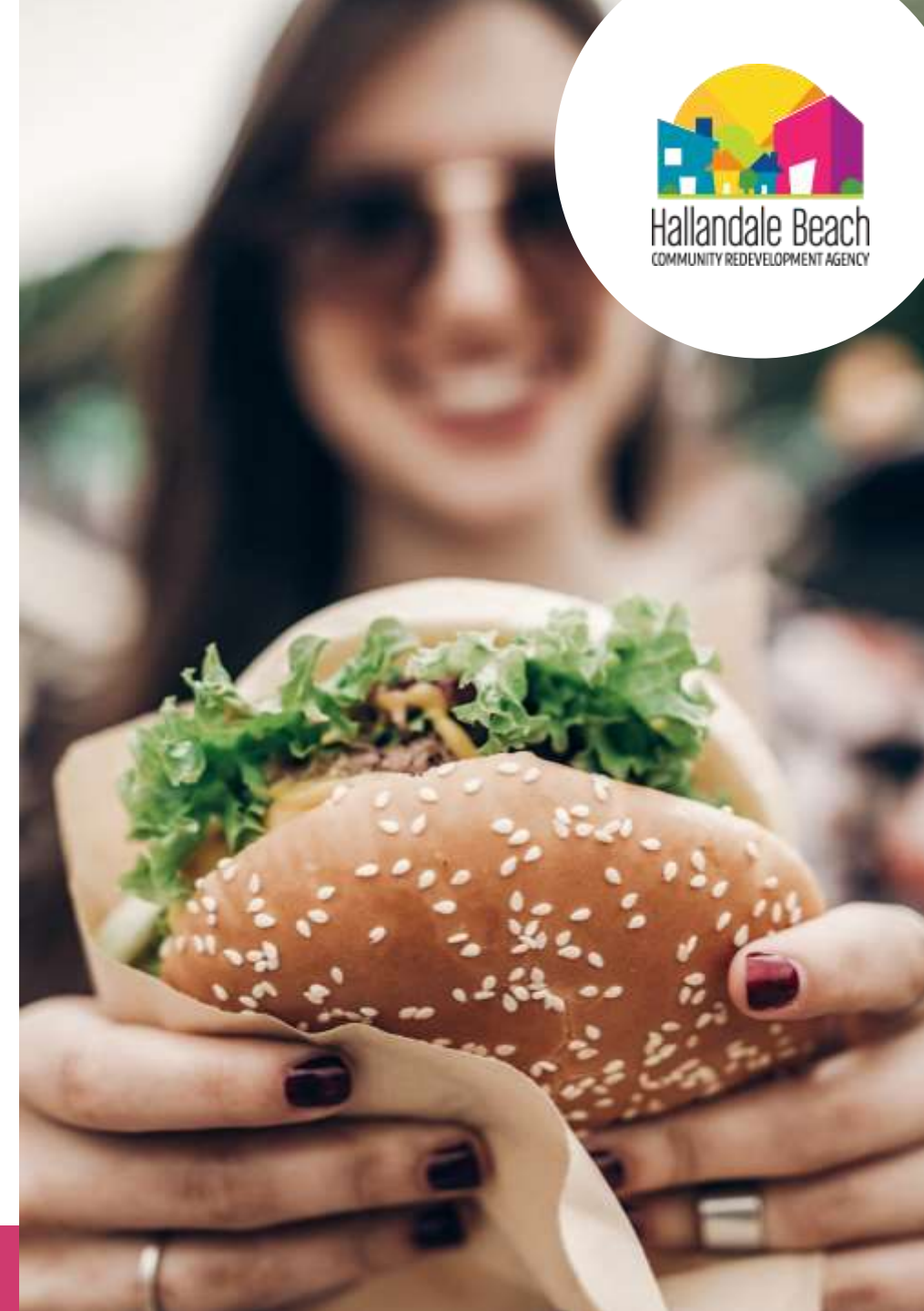
2020 FLORIDA REDEVELOPMENT ASSOCIATION ROY F. KENZIE AWARDS

Award Entry Category: Management Programs
& Creative Partnerships

**The Hallandale Beach Food & Groove Festival
and Foodie Movie Nights**

Submitted by
Hallandale Beach Community Redevelopment Agency
Jeremy Earle, Ph.D., AICP, FRA-RA | Assistant City Manager/CRA Executive Director
City of Hallandale Beach
400 South Federal Highway
Hallandale Beach, FL, 33009

Award Entry Category: Management Programs & Creative Partnerships



HBCRA Partners with South Beach Food & Wine Festival (SOBEWFF®)

Hallandale's Foodie Weekend

On August 15, 2019 the HBCRA held a teaser event called a Taste of Hallandale for the City employees. The purpose of the event was to celebrate Hallandale's eateries and divine culinary creations and kick start a series of cultural events, which the HBCRA hopes will drive new tourism traffic to our restaurants and other businesses. This teaser event was the precursor to a larger scale event that would be open to the public that would not only promote economic development but also create brand awareness for the City of Hallandale Beach.

October 4, 2019, HBCRA partnered with The Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF®) to host three signature events - Foodie Movie Nights in the Park (2) and the Hallandale Beach Food & Groove Festival. The sold-out events had 21 participating restaurants, 6 food trucks, live paintings curated by ArtServe, appearances by Food Network's celebrity chefs including World Famous Chocolatier Jacques Torres and Food Network Star Valerie Bertinelli, and more than 800 participants over the weekend. These inaugural events were a first of their kind for the City of Hallandale Beach and garnered over 6.4 million unique media impressions.



Event Website | www.sobewff.org/hallandale

Collateral Material

EVENT FLYERS



Hollandale Beach
FOOD & GROOVE
A WINE, FOOD & ART EXPERIENCE

SATURDAY FEB 22
1:00 PM - 6:00 PM

PARTICIPATING RESTAURANTS

CEVICHE AVENUE	DIO BISTRO
CHIJI MEXICAN WALLACE	JAMPER ON THE WATER
CHI HOLMES SMOKIN' BEANS	LA ESTANCA ARGENTINA
CHIVOGRUYER BBQ	LAS VEGAS CURAN CUBAN
DODGE'S BEER BAR	LATIN PERDOM
DOSHIA AYURVEDA CAFE & JUICE BAR	LEROY'S BIG SMOKHOUSE
DR. LIMON CUYACHE BAR	MARASHI TURKISH COOKING
DUNING BEER ISLAND CAFE	OLIVIERA KITCHEN & RESTAURANT
EL PATIN PERUANO RESTAURANT	TEN PALMS
STARBU HOLLANDALE BEACH	YARD HOUSE
WABBIT'S SPORTS BAR	

\$25 ADULTS \$10 CHILDREN
All Food And Drink Included

Hosted by Julie Gay & Tamera Si
Theme: 2 Girls in the Morning - 101.3 WIS FM

Peter Bluestein Park
501 SE 1st Avenue
Hollandale Beach, FL

To learn more and to purchase tickets visit www.sobewff.org/groove
*Tax and service fees apply.



FRIDAY FEB 21
7:00 PM - 10:00 PM

FOODIE MOVIE NIGHT IN THE PARK
Featuring a Special Screening of *The Hundred Year Journey*

Hosted by Jacques Torres
Pastry Chef & Chocolatier

To learn more and to purchase tickets visit www.sobewff.org/hollandale

\$25 ADULTS \$10 CHILDREN
All Food And Drink Included

SATURDAY FEB 22
7:00 PM - 10:00 PM

FOODIE MOVIE NIGHT IN THE PARK
Featuring a Special Screening of *Cloudy with a Chance of Meatballs*

Hosted by Valerie Bertinelli
Host of Food Network's Valerie's Home Cooking

To learn more and to purchase tickets visit www.sobewff.org/hollandale

\$25 ADULTS \$10 CHILDREN
All Food And Drink Included

Peter Bluestein Park
501 SE 1st Avenue
Hollandale Beach, FL

To learn more and to purchase tickets visit www.sobewff.org/hollandale
*Tax and service fees apply.



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\$25 ADULTS \$10 CHILDREN
All Food And Drink Included
*Tax and service fees apply.

Peter Bluestein Park
501 SE 1st Avenue
Hollandale Beach, FL

Printed Advertisements

SATURDAY
FEB 22
1:00 PM - 4:00 PM

Hallandale Beach
FOOD & GROOVE
A WINE, FOOD & ART EXPERIENCE





PARTICIPATING RESTAURANTS

CEVICHE AVENUE
CHEF DEBICA WALLACE
CHEF HOLMES SMOKIN BONES
CHIMYCHURRY GRILL
ODDGI'S AREPA BAR
DOSHIA SPUEVEDA CAFE & JUICE BAR
DE LIMON CERVICHE BAR
DUNNS RIVER ISLAND CAFE
EL TATTA PERUVIAN RESTAURANT
STARBU HALLANDALE BEACH
FRANKY'S SPORTS BAR

GO BISTRO
JUNIPER ON THE WATER
LA ESTANCIA ARGENTINA
LAS VEGAS CUBAN CUISINE
LATIN FUSION
LIMBY'S BBQ SMOKHOUSE
MARAZZI TURKISH CUISINE
OM'CHAYE KITCHEN & RESTAURANT
TEN PALMS
YARD HOUSE

\$25* ADULTS \$10* CHILDREN
All Food And Drink Included

Hosted by Julie Guy & Tamara G
These 3 Girls in the Morning - 101.5 WFLA FM







Gulfstream Pegasus Park | 901 Federal Hwy, Hallandale Beach, FL
 To learn more call (954) 457-2228 visit to purchase tickets visit www.scorefl.org/groove
*Tax and service fees apply

FEB 21 1:00 PM - 4:00 PM
Patio: Pegasus Park
901 St. 1st Avenue
Hallandale Beach, FL

**FOODIE MOVIE
NIGHT IN THE PARK**
Featuring a Special Screening of The Hundred Foot Journey



Hosted by
Jacqueline Torres
Pastry Chef & Chocolatier

To learn more visit to purchase tickets visit
www.scorefl.org/hallandale

\$25* ADULTS \$10* CHILDREN
All Food And Drink Included

FEB 22 1:00 PM - 4:00 PM
Patio: Pegasus Park
901 St. 1st Avenue
Hallandale Beach, FL

**FOODIE MOVIE
NIGHT IN THE PARK**
Featuring a Special Screening of Cloudy with a Chance of Meatballs



Hosted by
Valerie Bertinelli
Host of Food Network's
Valerie's Home Cooking

To learn more visit to purchase tickets visit
www.scorefl.org/hallandale

\$25* ADULTS \$10* CHILDREN
All Food And Drink Included





To learn more visit to purchase tickets visit www.scorefl.org/hallandale
*Tax and service fees apply

Social Media Graphics

Before



After



Social Media Graphics



Social Media Graphics



Public Outreach

HBCRA engaged a grass roots outreach community outreach team to deliver event flyers to local businesses, community partners & residents.



Media Outreach



PRESS RELEASE

FOR IMMEDIATE RELEASE

Hallandale Beach Partners with SOBEWFF® for its First Foodie Takeover Weekend – February 21-22

Hallandale Beach, FL – February 10, 2020 – The Hallandale Beach Community Redevelopment Agency (HBCRA) in partnership with The Food Network & Cooking Channel South Beach Wine & Food Festival presented by Capital One (SOBEWFF®) will host their inaugural “Foodie Takeover Weekend” Friday, February 21-Saturday, February 22. The weekend will consist of three events showcasing local eateries, wine samples, music, art, movies, celebrity guests & more.

Residents and visitors currently enjoy Hallandale’s beautiful beaches, comfortable hotels, world-class shopping, dining, entertainment, two of South Florida’s premier “racinos” - Gulfstream Park and Mardi Gras Casino, and sporting activities including tennis, golf, swimming, boating, and salt-water.

Hallandale Beach boasts more than 100 diverse restaurants, most family owned. The Hallandale Beach Foodie Takeover Weekend was created as a result of the HBCRA’s commitment to support Hallandale’s local restaurants, highlight its diverse culture, and create fun filled events for the entire family. The Foodie Takeover Weekend is set to become a premier annual event that will take center stage of what’s hot in Hallandale Beach.

“Art and food have a unique ability to bridge cultural divides and bring communities together in a way that few other activities can,” said Assistant Manager & HBCRA Executive Director Dr. Jeremy Earle. “Food is a tremendous vehicle for sharing one’s culture with people from different backgrounds, and art has the ability to tell stories that inspire reflections that can transcend personal or cultural differences.”

Radio Advertising



HBCRA promoted the Inaugural Food & Groove Festival on Hot 105.1 One of South Florida's premiere radio stations.



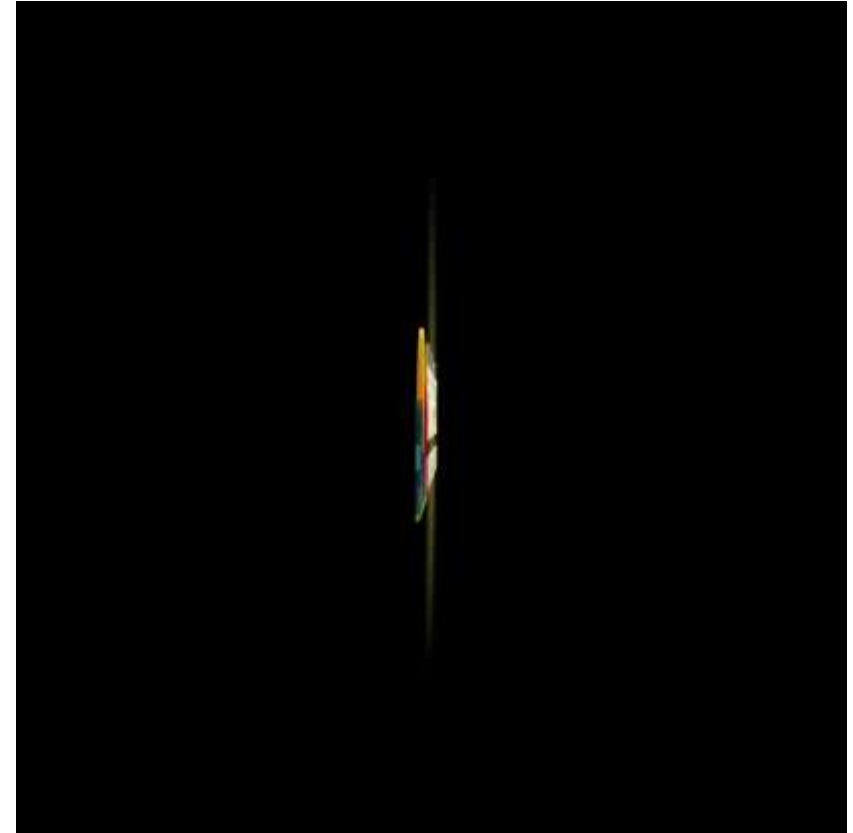
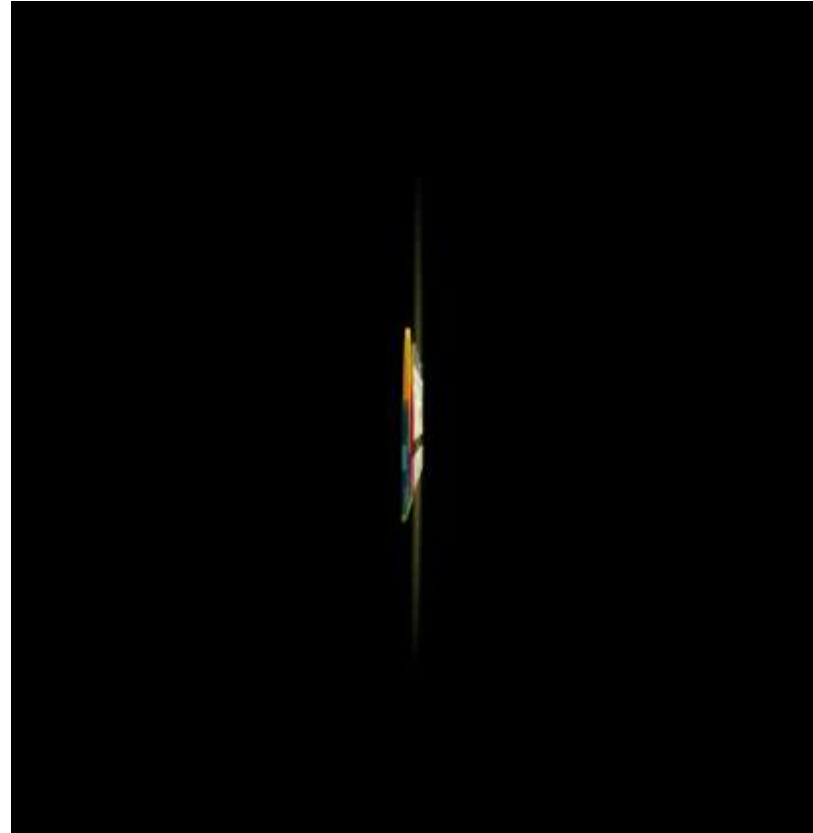
Promotional Videos

HBCRA created promotional videos for 13 of the featured Food & Groove Festival restaurants.

The goal was to not only draw patrons to the event but also encourage residents patronize these businesses post event.

Link to All Food & Groove Promotional Videos

<https://www.youtube.com/playlist?list=PLRPIsi4oNnnhLu2nF7zxd9PirOpOiKrVd>



Promotional Videos

HBCRA created a recap video encompassing all Hallandale Foodie Weekend events. The goal was to continue building anticipation for future events as well as provide on going promotion for the participating restaurants.



Event Photos



Event Photos



Event Photos



Event Photos



CITY OF WEST PALM BEACH CLEAR LAKE TRAIL OUTREACH PROJECT

W.P.B.
WEST PALM BEACH

Clear Lake Trail Project Public Meeting!

Tuesday, December 8th @5:30PM

Equitable mobility, quality of life, safer bike and walking paths.

Join us for a Virtual Public Meeting on the upcoming Clear Lake Trail & Shoreline Enhancement Project. See how we're connecting neighborhoods and offer input on how we can improve your biking and trail walking experience during the initial design phase of this project!






This event will be held virtually via Zoom. Register Today!

WWW.WPB.ORG/CLEARLAKE

Questions? Contact Alex Hansen at ahansen@wpb.org or
Contact the City of West Palm Beach • (561) 822-1200 (TTY 800-955-8771) • CITY HOTLINE (561) 822-2222

W.P.B.
WEST PALM BEACH

Equitable mobility, quality of life, safer bike and walking paths.

Things to Know

The City of West Palm Beach is currently designing the Clear Lake Trail & Shoreline Enhancement Project. The project consists of an approximately 5300 FT 8-foot-wide multi-use trail on the western edge of Clear Lake, a 700FT boardwalk connecting the proposed trail to Okeechobee Blvd and limited shoreline enhancements on the west side of the lake. The trail and boardwalk will provide a continuous connection for bicyclists and pedestrians from Palm Beach Lakes Boulevard to Okeechobee Boulevard.

The project is part of the City's Bicycle Master Plan and Downtown Mobility Plan, with the goals of continuing to provide safer, more sustainable transportation throughout the city, enhancing bicycle and pedestrian connectivity to the Downtown, and improving the quality of life for the City's residents.

The project is largely funded through a federal bicycle & pedestrian transportation grant that the City obtained through the Palm Beach Transportation Planning Agency (TPA).

The City is holding a **Virtual Public Meeting** for the upcoming Clear Lake Trail & Shoreline Enhancement Project to present the project to the public and elicit community feedback during the initial design phase of the project. Please join us to discuss this exciting project!
The Virtual Meeting takes place Tuesday, December 8th at 5:30 PM via Zoom.

Register today at www.wpb.org/clearlake

Questions? Contact Alex Hansen at ahansen@wpb.org or
Contact the City of West Palm Beach • (561) 822-1200 (TTY 800-955-8771) • CITY HOTLINE (561) 822-2222

COORDINATING COUNCIL OF BROWARD HOUSING TRUST CAMPAIGN




AFFORDABLE HOUSING
YOU. ME. US.

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

Support the Broward County Affordable Housing Trust Fund
NO TAX INCREASE, NO COST TO VOTERS

VOTE YES ON TUESDAY NOVEMBER 6th
EARLY VOTING OCTOBER 22 - NOVEMBER 4

www.browardhousingtrust.com

BROWARD COLLEGE – BROWARD UP MARKETING RESEARCH AND COMMUNITY OUTREACH



POTENTIAL STUDENTS

WE WANT TO HEAR FROM YOU!

Light refreshments will be served.
Every participant will receive fun Broward College swag.
No special knowledge about Broward UP™ or Broward College is needed to participate.

FOR MORE INFORMATION PLEASE CONTACT
APERRY@UPSCALEBYMOSAIC.COM OR 561-651-9565

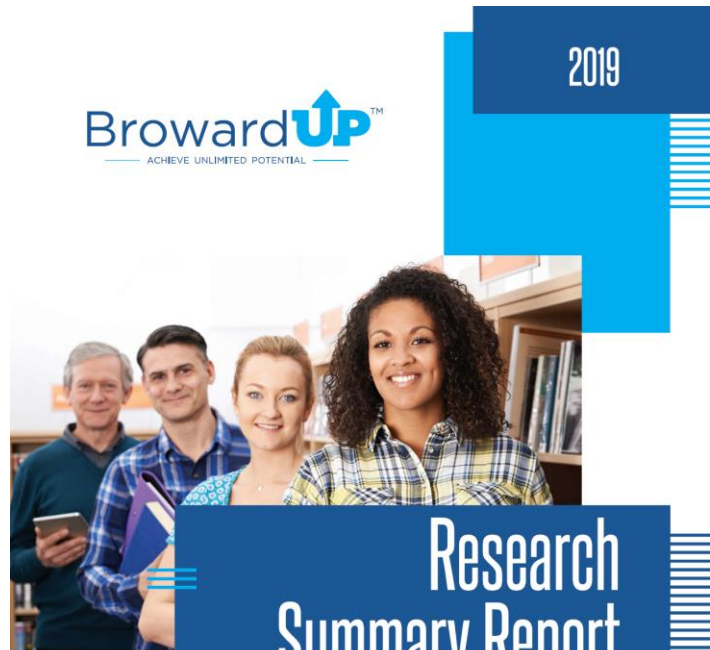
Broward College believes there is Unlimited Potential in our communities and is operationalizing a movement to make college more accessible to our local neighbors.

Participate in one of our focus groups, share your thoughts about college and help us design this important program!

TUE., MAY 21	THU., MAY 23
33311 Residents Only Alan Clubhouse 915 NW 6th Street Fort Lauderdale, FL 33311	33313 Residents Lauderhill Mall-Payless Store 1267 N. St. C Lauderhill, FL 33313
8-9:15 am, ages 25-40 12-1:15 pm, ages 18-25 4-5:15 pm, ages 18-25 6-7:15 pm, ages 26-40	8-9:15 am, ages 25-40 12-1:15 pm, ages 18-25 4-5:15 pm, ages 18-25 6-7:15 pm, ages 26-40

Participation is limited to ONE focus group per person. Only eligible to residents in these area codes, that have never attended college.

Get a \$25 gift card!



Research Summary Report

BROWARD COLLEGE

MOSAIC GROUP

BROWARD HEALTH COMMUNITY OUTREACH & ENGAGEMENT PROJECTS



Broward Health Offers FREE COVID-19 Testing*

LOCATION:
Annie L. Weaver Health Center
2011 N.W. 3rd Avenue, Pompano Beach, FL 33060

To help ensure the health and wellness of our community during the COVID-19 pandemic, Broward Health is extending FREE walk up testing for our community. We are dedicated to caring for you and safeguarding our community. Please see instructions below.

TO GET TESTED, INDIVIDUALS MUST BE:

- Pre-screened and meet CDC and DOH testing guidelines
- If you do not have a primary care physician and need assistance, call 954.320.5730 to speak with a nurse for FREE through Nurse Connect.
- Pre-registered through our call center

AND YOU MUST BRING:

- Proper ID required with name, date of birth, and photo (one of the following):
- FL Drivers License - State-issued ID - Passport
- Patient confirmation number from our call center

By appointment only.
To register, call 954.320.5730 from 8am-4:30pm.

*While supplies last.
Results are NOT immediate.

If experiencing shortness of breath or in case of emergency, dial 9-1-1 immediately.

BROWARD HEALTH
— A Passion for Caring



MOBILIZE to IMMUNIZE

FREE IMMUNIZATIONS FOR KIDS*
at Broward Health Community Health Services!

Immunizing your child is one of the best things you can do to safeguard their health. Immunizations prevent dangerous, sometimes life-threatening diseases such as:

Chickenpox	Measles	Pneumonia
Diphtheria	Mumps	Polio
Hepatitis B	Pertussis	Rubella
HPV	(whooping cough)	Tetanus

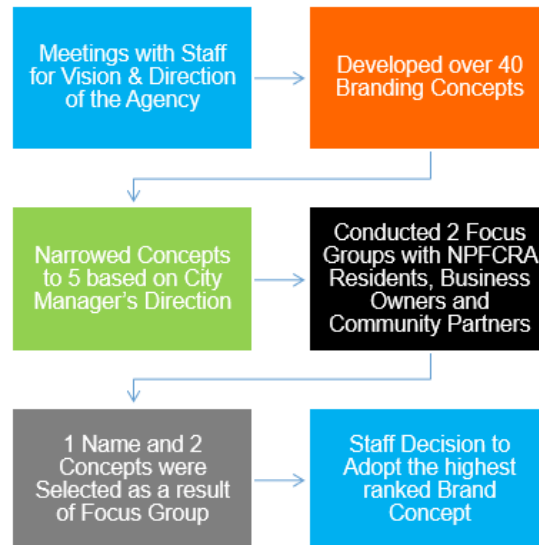
CORA E. BRAYNON FAMILY HEALTH CENTER 200 N.W. 7th Avenue Fort Lauderdale, FL 33311 954.759.7500	Monday, July 27 - Friday, July 31 Monday, August 3 - Friday, August 7 Monday, August 10 - Friday, August 14 Monday, August 17 - Friday, August 21	8:30am-5pm 8:30am-5pm 8:30am-5pm 8:30am-5pm
POMPAÑO PEDIATRIC CENTER 601 W. Atlantic Boulevard Pompano Beach, FL 33060 954.759.7500	Monday, July 27 - Friday, July 31 Monday, August 3 - Friday, August 7 Monday, August 10 - Friday, August 14 Monday, August 17 - Friday, August 21	8:30am-5pm 8:30am-5pm 8:30am-5pm 8:30am-5pm



*Free immunizations are available for children (4-18 yrs. old) who are uninsured, American Indian/Alaskan native or Medicaid enrolled. Parent or legal guardian must be present and have child's immunization record. Bring current 680 immunization form to be updated. Privately insured children must see their assigned pediatrician to obtain their vaccine.



THE BRANDING PROCESS





City of Ft. Lauderdale NPF-CRA Neighborhood Branding Flagler Village

Completed By: _____ Date: _____

1. Please provide 5 adjectives that best describe your neighborhood:

2. Please provide a short list of the key attributes of your neighborhood:
(Ex: parks, business incubators, great restaurants, friendly neighbors, etc...)

3. Is there an iconic building, person or element that could be used to represent your neighborhood? If so, please provide the name and explain why.

4. If you were to give an elevator pitch to someone who is unfamiliar with your neighborhood in hopes of enticing them to visit, what would you say? Please use 3 sentences or less.





- Developed by The Mosaic Group*





The Mosaic Group
EVENTS • MARKETING • PUBLIC RELATIONS
Bringing People, Places, & Events Together

Fort Lauderdale CRA Focus Groups

Scope of Project

Objective

To gather feedback from business entities and residents on destination branding concepts for the city CRA that encompasses a collective of different neighborhoods and areas. The concepts should communicate a destination identity that will help to achieve economic development goals for the CRA.

Focus Groups

Two 90-minute focus groups will be held on July 21, 2015. Alan Clubhouse 915 Sistrunk Blvd.

Group 1) 4:00pm-5:30pm

Group 2) 6:00pm-7:30pm

Participants

Approximately two representatives from each of the following stakeholder areas will be recruited by the Mosaic Group to attend the meetings. One participant should represent a business entity and the other should be a resident that does not have a commercial business interest.

Group 1: Stakeholder Groups outside CRA

1. Clergy from outside the district
2. CVB
3. Chamber of Commerce
4. Greater FLL Alliance
5. University Relations
6. Urban League
7. African American Research Library
8. Broward Workshop

Group 2: Stakeholder Groups in CRA

1. Progresso Village Civic Association
2. Flagler Village Civic Association
3. Flagler Village Improvement Association
4. Sistrunk Community Council
5. MASS District (Music and Arts South of Sunrise)
6. Midtown Business Association
7. Clergy Members in the CRA
8. Community Foundation

405 NW 7TH AVE
FORT LAUDERDALE, FLORIDA 33311
PHONE: 561.290.6739 FAX: 866.711.0987
WWW.UPSCALEBYMOSAIC.COM



The Mosaic Group
EVENTS • MARKETING • PUBLIC RELATIONS
Bringing People, Places, & Events Together

Meeting Outline

- Sign-in
- Introduction and ice breaker
- Purpose of project, how results will be used
- Guidelines, ground rules for meeting
- View and discuss a **4-slide overview** of each concept being tested. (Concepts may include Fort Lauderdale Village District, Villages of Fort Lauderdale, FAB Village, FAB District)
- Discussion will focus on and probe attractors and detractors for images and names
- Provide each participant with a printed version of the slides with notes section to record written reflections and scored ratings of the concepts (e.g. mini-survey)

Mosaic will:

- Moderate the sessions
- Provide written meeting support materials
- Analyze results
- Provide top line report with summaries of themes heard in focus groups including: supporting quotes, mini-survey results
- Secure location
- Recruit and confirm participants via RSVP
- Provide 4-slide PowerPoint presentations for each concept by July 24
- Provide all equipment and manage logistical set up including projection
- Provide confirmation list with names and affiliations of confirmed participants

Sample invitation

Please join us for a focus group to review ideas and final concepts for branding the Fort Lauderdale CRA. Your feedback will help to inform how the CRA communicates its identity to residents, businesses, and visitors. You have been invited because xxxxxxxxxxxx.

The meeting will take place on July 21, 2015 from xxxxpm to xxxpm at xxxxxx location. Light refreshments will be provided. Please RSVP by xxxx to xxxxxxxx (contact) so that we can hold your place. This focus group will be no more than 16 people and space is limited.

We look forward to seeing you!

Xxxxxx

405 NW 7TH AVE
FORT LAUDERDALE, FLORIDA 33311
PHONE: 561.290.6739 FAX: 866.711.0987
WWW.UPSCALEBYMOSAIC.COM



Energy. Commitment. Execution.

City of Fort Lauderdale NPF-CRA
Branding Focus Group



Agency Branding

Current Proposed Concepts



The Villages of Fort Lauderdale

Fort Lauderdale Village District

FAB District

Fort Lauderdale Art & Business District

Food. Art. Business. District

FAB Villages

Fort Lauderdale Art & Business Villages

Food. Art. Business. Villages



Tagline / Catch Phrase

Food. Art. Business.

Business. Art. Lifestyle.

So FAB



Logo: Icon Concepts



FAB
VILLAGES





THE VILLAGES
OF FORT LAUDERDALE



FAB DISTRICT
OF FORT LAUDERDALE



FORT LAUDERDALE
VILLAGE DISTRICT
FLAGLER | PROGRESSO | HISTORIC SISTRUNK



FAB VILLAGES
OF FORT LAUDERDALE



FAB
VILLAGES
FORT LAUDERDALE



THE VILLAGES
OF FORT LAUDERDALE



FORT LAUDERDALE
VILLAGE DISTRICT
FLAGLER | PROGRESSO | HISTORIC SISTRUNK







FORT LAUDERDALE'S New Urban Core



Live

Work

Play

Create







YOU'RE INVITED

Thank you for participating in our focus group on July 21, 2015. Your input was very valuable as we worked to develop a new brand for the Fort Lauderdale NPFCRA which will communicate the identity of the NPFCRA to residents, businesses, and visitors.

Please join us for the pre-unveiling of the new brand on **Tuesday, November 3, 2015** at 1:00pm, where we will make the presentation to the CRA Board. The pre-unveiling will take place at City Hall in the conference room on the 8th Floor.

In appreciation for your participation, we will present you with a t-shirt that displays the new brand.

Please RSVP by Monday, November 2nd to The Mosaic Group at events@upscalebymosaic.com or call 954-522-2290. Please feel free to invite others from your respective organization (please include them with your RSVP).

We look forward to seeing you!

Sincerely,

Ann Marie Sorrell
The Mosaic Group

CC: Jeremy Earle, Deputy Director
City of Fort Lauderdale Department of Sustainability

BROWARD COLLEGE

Scope of Work: Lead the outreach, education, and recruitment efforts for Broward College's new movement "Broward Up – Unlimited Possibilities". Broward Up focuses on six zip codes in Broward County with high concentrations of minority populations. We are conducted market research including focus groups, surveys, and stakeholder interviews with potential students, current students, workforce partners, and local businesses. The data will allow Broward College to create outreach, educational (what is Broward Up and what Broward College has to offer), and recruitment strategies that will be effective in engaging the target audiences. To reach potential students, we collaborated with community partners such as the Urban League, YMCA, OIC, Boys & Girls Club, and Housing Authorities. In addition, we used a grassroots approach including outreach to churches, civic groups, door-to-door canvassing, call campaigns, geo/demo targeted social media ad campaigns, and more.

Outcome: 10 focus groups were conducted. In addition to the focus groups, The Mosaic Group conducted a survey to gather additional data and insights. Over 175 surveys from grassroots efforts in the 33313 and 33311 zip codes were completed. Broward College was provided with a detailed report of the focus group and survey results along with recommendations from our team.

OUTREACH FLYERS (Current and Potential Students and Faculty Focus Groups):



BrowardUP™
ACHIEVE UNLIMITED POTENTIAL

Broward College believes there is Unlimited Potential in our communities and is operationalizing a movement to make college more accessible to our local neighbors.

Participate in one of our focus groups, share your thoughts about college and help us design this important program!

POTENTIAL STUDENTS

WE WANT TO HEAR FROM YOU!

Light refreshments will be served.
Every participant will receive fun Broward College swag.
No special knowledge about Broward UP™ or Broward College is needed to participate.

FOR MORE INFORMATION PLEASE CONTACT
APERRY@UPSCALEBYMOSAIC.COM OR CALL 561-651-9565

TUE, MAY 21
33311 Residents Only
Alan Clubhouse
918 NW 6th Street
Fort Lauderdale, FL 33311

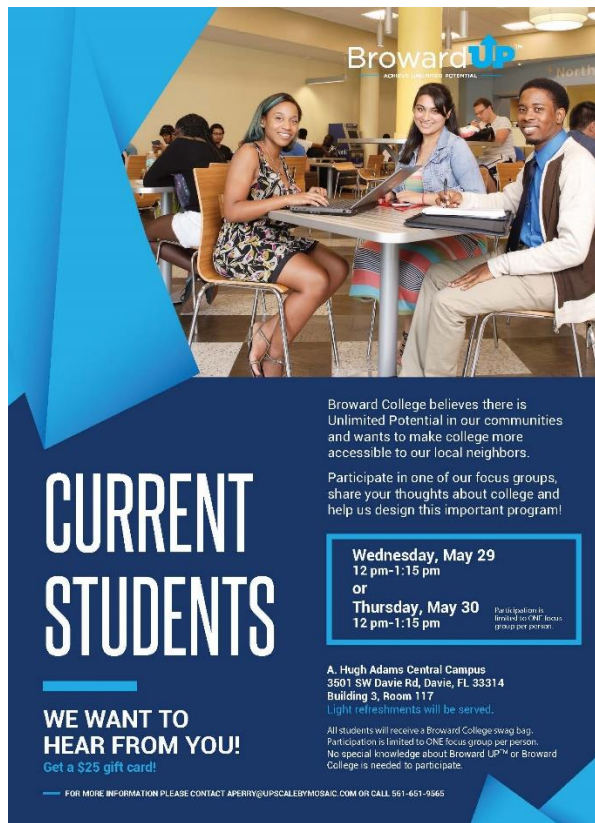
6-6:15 am, ages 26-40
12-1:15 pm, ages 18-25
4-6:15 pm, ages 18-25
6-7:15 pm, ages 26-40

THU, MAY 23
33313 Residents
Lauderhill Mall-Popless Store
1207 W. 57th
Lauderhill, FL 33313

6-6:15 am, ages 26-40
12-1:15 pm, ages 18-25
4-6:15 pm, ages 18-25
6-7:15 pm, ages 26-40

Participation is limited to ONE focus group per person. Only eligible to residents in these area codes that have never attended college.

Get a \$25 gift card!



BrowardUP™
ACHIEVE UNLIMITED POTENTIAL

Broward College believes there is Unlimited Potential in our communities and wants to make college more accessible to our local neighbors.

Participate in one of our focus groups, share your thoughts about college and help us design this important program!

CURRENT STUDENTS

WE WANT TO HEAR FROM YOU!

Get a \$25 gift card!

Wednesday, May 29
12 pm-1:15 pm
or
Thursday, May 30
12 pm-1:15 pm

Participation is limited to ONE focus group per person.

A. Hugh Adams Central Campus
3501 SW Davie Rd, Davie, FL 33314
Building 3, Room 117

Light refreshments will be served.

All students will receive a Broward College swag bag.
Participation is limited to ONE focus group per person.
No special knowledge about Broward UP™ or Broward College is needed to participate.

FOR MORE INFORMATION PLEASE CONTACT APERRY@UPSCALEBYMOSAIC.COM OR CALL 561-651-9565



BROWARD COLLEGE FACULTY

**WE WANT TO
HEAR FROM YOU!**

Broward College believes there is Unlimited Potential in our communities and is operationalizing a movement to make college more accessible to our local neighbors.

Participate in one of our focus groups, share your thoughts about college and help us design this important program!

Wednesday, May 29

8 am-9:15 am

OR

Thursday, May 30

2 pm-3:15 pm

Participation is limited to ONE focus group per person.

**A. Hugh Adams Central Campus
3501 SW Davie Rd, Davie, FL 33314
Building 3, Room 117**

Light refreshments will be served.

No special knowledge about Broward UP™ or Broward College is needed to participate.

FOR MORE INFORMATION PLEASE CONTACT APERRY@UPSCALEBYMOSAIC.COM OR CALL 561-651-9565

2019



Research Summary Report



EXECUTIVE SUMMARY

The Mosaic Group was engaged by Broward College to conduct market research for the Broward UP Movement. The Mosaic Group planned and coordinated focus groups for Broward College faculty, current students from zip codes 33311 and 33313, workforce partners, local businesses and potential students from the 33311 and 33313 zip codes. The first round of focus groups was scheduled for February 26, 27, 28 and March 1. Due to the low response rate, focus groups were combined and/or postponed and there were two focus groups completed on February 27th with Broward College faculty and on March 1st with several workforce partner agencies.

A second round of focus groups were planned and coordinated for May 21, 23, 29 and 30. Focus groups were completed on May 23 (potential students 33313), May 29 (faculty and current students) and May 30 (faculty and current students). None of the potential students that RSVPed for May 21st showed up.

A third and fourth round of focus groups were planned and coordinated for July 23 (potential Students 33311/33313), and September 10 (faculty, current students 33311/33313). All planned focus groups were conducted.

The purpose, outreach methods, and flow of the focus groups are provided in the enclosed summary reports along with the questions asked and the participant responses.

Based on the feedback provided in each focus group, we have provided a comprehensive list of solutions for consideration.

In addition to the focus groups, The Mosaic Group conducted a survey to gather additional data and insights. Over 175 surveys from grassroots efforts in the 33313 and 33311 zip codes were completed. The results are outlined in this report.



FACILITATED FOCUS GROUPS

WEDNESDAY FEBRUARY 27, 2019

BROWARD COLLEGE FACULTY
WILLIS HOLCOMBE CENTER

FRIDAY, MARCH 1, 2019

WORKFORCE PARTNERS
WILLIS HOLCOMBE CENTER

THURSDAY, MAY 23, 2019

POTENTIAL STUDENTS 33313
LAUDERHILL MALL

WEDNESDAY, MAY 29, 2019

BROWARD COLLEGE FACULTY
CENTRAL CAMPUS
8:00-9:15AM
2:00-3:15PM

BROWARD COLLEGE STUDENTS-33311

12:00-1:15PM
1:30-2:45PM

THURSDAY, MAY 30, 2019

BROWARD COLLEGE FACULTY
CENTRAL CAMPUS
8:00-9:15AM
2:00-3:15PM

BROWARD COLLEGE STUDENTS-33313

12:00-1:15PM
1:30-2:45PM

TUESDAY, JULY 23, 2019

POTENTIAL STUDENTS 33311
NW GARDENS ALLEN COMMUNITY
CENTER

TUESDAY, SEPTEMBER 10, 2019

BROWARD COLLEGE STUDENTS-33311
CENTRAL CAMPUS
12:00-1:15PM

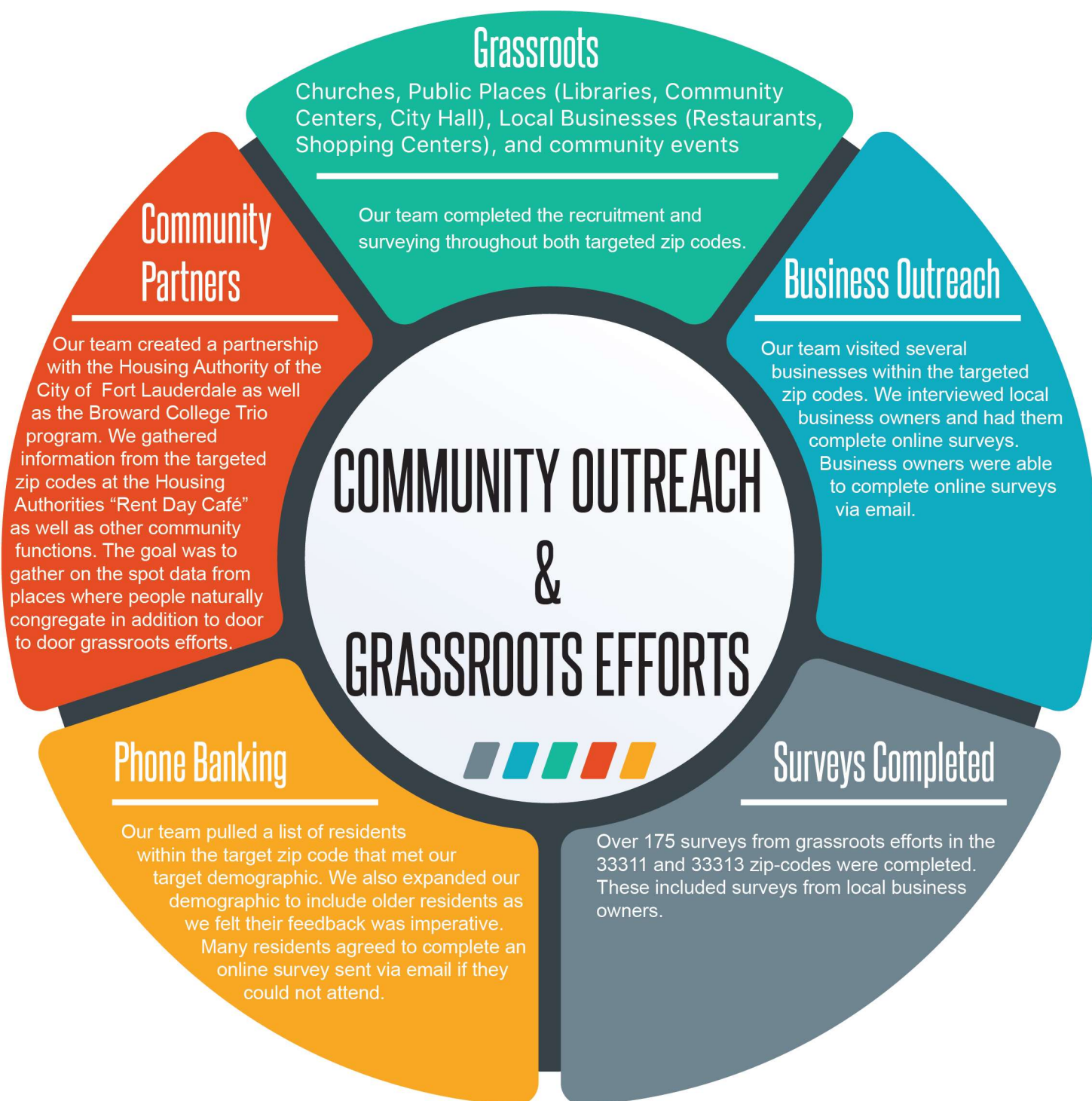
BROWARD COLLEGE STUDENTS-33313

CENTRAL CAMPUS
1:30-2:45PM

BROWARD COLLEGE FACULTY

CENTRAL CAMPUS
3:00-4:15PM

COMMUNITY OUTREACH & GRASSROOTS EFFORTS



Broward Up Focus Group Questions (Draft)

CURRENT STUDENTS

1. What motivated you to attend college?
 - o life stage, external factors, internal factors, outcome goals
2. How did you hear about and decide on Broward College?
3. What are you studying and why?
4. Did you face any challenges and how did you overcome them?
 - o Practical: cost, transportation, classes offered, technology, enrollment, time, family care
 - o Social/emotional
5. Has your experience at Broward College matched your expectations?
 - o How/why
 - o What do you wish you'd known about college before enrolling?
 - o How do you, your family and friends
6. How do your friends and family who aren't in college or never attended talk about college?
 - o Explore barriers, perceptions

POTENTIAL STUDENTS

1. Have you ever considered going to college?
 - a. If yes; what got in the way?
 - b. If no; why do you feel college isn't for you?
2. If there were no obstacles to attending college, what would you study and why?
 - a. If you could learn a trade, job skill, or pursue a career, what would that be?
3. Do you believe that college is affordable for you? Please Explain.
4. Do you believe that college is accessible to you (transportation, available classes, computer, etc.)? Please Explain.
5. Has lack of education ever prevented you from applying for a job you wanted to try? What was that?
6. How do your friends and family talk about college?
 - a. Do any of your close friends or family have a college education?
 - b. Explore perceptions of being in college

STAFF

1. What have you heard from students about barriers they face when it comes to obtaining skills and/or pursuing a higher education?
2. What are some of the challenges you've heard students talk about after enrolling?
3. Have you observed any skills that the students are lacking? If so, what are they?
4. Have students ever told you about skills or trades they wish they could learn that aren't offered at Broward College?
5. In what ways do you believe the college is supporting the local community and how might it do a better job of that?

BUSINESSES

1. What do you consider to be the top 5 characteristics of a good employee?
2. What skill sets does your company/business look for in potential hires?
3. What challenges does your organization face when recruiting skilled and qualified employees?

- a. How can Broward College help to address the challenges you face in hiring qualified employees?
- 4. Does your company currently offer internships, apprenticeships, or on the job training programs?
 - a. If yes, tell us about the benefits and challenges
 - b. If no, what would encourage the company to offer these
- 5. Does your company try to recruit potential hires from the local community?
 - a. Why, why not. What have your experiences been?
- 6. If Broward College were to do three things to help your company/business employ people from the local area, what would they be?

MEDIA

The Mosaic Group provides media services including earned and paid media placements for clients. Our services include press release, media advisory, and PSA development and distribution, advertising planning and placement, and more. Below you will find project samples for clients including the Housing Authority of the City of Fort Lauderdale, City of Hallandale Beach CRA, and the Southeast Overtown CRA.

CLIENT: HOUSING AUTHORITY OF THE CITY OF FORT LAUDERDALE

PROJECT: Re-Branding, Marketing & Public Relations, 80th Anniversary Celebration

DESCRIPTION OF WORK: Re-Branding of Agency, public relations – pitching agency news and human-interest stories to various media outlets, community outreach and engagement, applications for various Housing Industry awards, social media management, event planning and management, videography and photography, and website development

DURATION: October 2016 – Present (contract in effect until September 2020)

NUMBER OF FULL TIME STAFF PROVIDED: 4

CONTACT PERSON: Scott Strawbridge, Director of Development and Facilities | P: 954-275-4818 | sstrawbridge@hacfl.com | 500 W Sunrise Blvd, Fort Lauderdale, FL 33311

GEOGRAPHIC FOCUS: Fort Lauderdale, Broward County

TARGET AUDIENCE: Residents of the City and Broward County, businesses, community stakeholders, tourists, surrounding cities and counties, and media

RESULTS: Developed New Logo; 2016 ULI Vision Award Finalist and 2017 FAHRO Housing Authority of the Year Award; 2018 NAHRO Award; Launched bi-monthly tours of Northwest Gardens – has been very successful with bringing elected officials, housing professionals/advocates, developers, and community leaders from Broward and surrounding counties to see a successful model for affordable housing; **garnered over 20 positive news stories from media outlets including the Sun-Sentinel, News 10, WLRN, South Florida Times, Miami New Times, City View Fort Lauderdale, and more.** Raised the profile and awareness of the great initiatives of HACFL locally, regionally and nationally; launched new website and promo video.

The screenshot shows a news article on the News 10 Fort Lauderdale website. The article is titled "Fort Lauderdale transforms public housing into affordable housing" with a subtitle "Community makes rebound after years of drugs, crime". It is by Neki Mohan, an anchor/reporter, and was posted on May 9, 2018. The article includes a video player showing a modern, multi-story apartment building with green accents and palm trees. To the right of the article, there are several smaller news snippets: "Subtropical Storm Alberto forms: here's what it means for South Florida", "Active shooter taken into custody at Indiana middle school", "Getaway driver arrested after armed man steals liquor cases from Miami...", "Broward County tops list of South Florida restaurants with no violations", and "Video shows half a dozen women fighting in SoBe". At the bottom right, there is a promotional graphic for a "HEALTH & LIFESTYLE EXPO" featuring a couple and the event's logo.

Fort Lauderdale transforms public housing into affordable housing
Community makes rebound after years of drugs, crime

By Neki Mohan - Anchor/Reporter
Posted: 6:10 PM, May 09, 2018
Updated: 6:10 PM, May 09, 2018

Share Your Opinion | Share | 416

FORT LAUDERDALE, Fla. - Karen Cherry and her husband, Chad, would have never guessed a former housing project is where their family could settle.

"My husband and I were driving down Sistrunk (Boulevard), and we saw this community and my husband and I felt it was somewhere where we could be stable and raising our kids," said Karen Cherry

VEHA
Discover the VEHA Experience
3 DAY Money Back Guarantee
30 DAY Satisfaction Guarantee

Subtropical Storm Alberto forms: here's what it means for South Florida

Active shooter taken into custody at Indiana middle school

Getaway driver arrested after armed man steals liquor cases from Miami...

Broward County tops list of South Florida restaurants with no violations

Video shows half a dozen women fighting in SoBe

HEALTH & LIFESTYLE EXPO
AT **Waldorf Astoria**



The Housing Authority of the City of Fort Lauderdale invites the public for a **FREE TOUR** of the incredible transformation of Northwest Gardens, A Sustainable Neighborhood (NW Gardens), at 1204 NW 8th Ave., Fort Lauderdale. Various dates available.



Visit <https://nwg tour.eventbrite.com> to register.

For more information about the tours call (954) 556-4100 or go to www.hacfl.com.



Fort Lauderdale housing authority to offer neighborhood tours



Free public tours are being offered of Fort Lauderdale's Northwest Community Gardens neighborhood. (File photo)

Links to Media Coverage (partial list):

Caribbean Today: Northwest Gardens Expands Community Garden To Include Fruit Tree Park For Residents

<http://caribbeantoday.com/other/lifestyle/environment/item/25800-northwest-gardens-expands-community-garden-to-include-fruit-tree-park-for-residents.html>

Sun-Sentinel: Rehab at historic New River Inn helps apprentices rebuild their lives

<https://www.sun-sentinel.com/local/broward/fort-lauderdale/fl-new-river-inn-20180605-story.html>

Local 10: Fort Lauderdale transforms public housing into affordable housing

<https://www.local10.com/community/2018/05/09/fort-lauderdale-transforms-public-housing-into-affordable-housing/>

FTL Connex: Produce from local community garden featured in new healthy culinary series

<https://www.fortlauderdaleconnex.com/food-and-wine/31159-produce-from-local-community-garden-featured-in-new-healthy-culinary-series.html>

WLRN: How A Low-Income Housing Neighborhood In Fort Lauderdale Became An Energy 'LEEDer'

<https://www.wlrn.org/news/2017-11-06/how-a-low-income-housing-neighborhood-in-fort-lauderdale-became-an-energy-leeder>

South Florida Times: Apprentices Restore the Fort Lauderdale Historical Society's New River Inn

<http://www.sftimes.com/news/apprentices-restore-the-fort-lauderdale-historical-societys-new-river-inn>

THE MOSAIC GROUP

405 N. Avenue of the Arts, Fort Lauderdale, FL 33311
www.mosaicgroup.co



Media Contact: Ann Marie Sorrell
E: asorrell@upscalebymosaic.com
O: 561-651-9565 | **M:** 561-531-4046

PRESS RELEASE

FOR IMMEDIATE RELEASE

FIRST HOUSING DEVELOPMENT BUILT FOR BLACK FAMILIES IN BROWARD COUNTY HOSTS 80TH ANNIVERSARY CELEBRATION

The Dixie Court Reunion: A Historical Display & Celebration to Benefit Trailblazers

Fort Lauderdale, FL (November 1, 2018) – This Saturday, November 3 from 10 am to 4 pm at 306 W Dixie Court, in Fort Lauderdale, a family reunion style event will be held to reunite past and present residents and families of Dixie Court Apartments which were originally built in 1938 and was rebuilt in 2013 in Fort Lauderdale's Historic Sistrunk neighborhood. In the early years, Dixie Court public housing residents were considered middle-class, if not better because they had running water, electricity and more than one bedroom. Dixie Court today features 1, 2, and 3-bedroom apartments homes fully equipped with energy efficient appliances, ceramic tile floors, walk-in closets, and washer/ dryer connections. The community amenities include a Clubhouse, business center, state-of-the-art- fitness center, sand volleyball court, and an auto care center.

The reunion celebrates 80 years of Dixie Court and the creation of the Housing Authority of the City of Fort Lauderdale. The event will include a display of historical photographs, live music, games, and a brief ceremony to honor the past and look forward to the future from community leaders including elected officials, HACFL Director, Scott Strawbridge and members of the benefiting organization, Trailblazers of Broward County.

The Trailblazers of Broward County will share a display of images depicting the history of Dixie Court, known as the first housing development built for Black families in Broward County. The Dixie Court Reunion will also serve as a fundraiser for the Trailblazers to include a chance drawing for a pair of Miami Dolphin tickets. All proceeds from the celebration support the organization which is dedicated to preserving and promoting local African-American history and achievements. The Dixie Court Reunion is free and open to current and past families of Dixie Court Apartments.

For 80 years, HACFL has been providing safe and affordable housing to those in the community while also creating equitable opportunities such as employment and educational opportunities. For more information, please call The Housing Authority of the City of Fort Lauderdale at 954.525-6444. To learn more about the Trailblazers, call (954) 785-8973.

#

ABOUT THE [HOUSING AUTHORITY OF THE CITY OF FORT LAUDERDALE \(HACFL\)](#)

HACFL was established in 1938 under the U.S. Housing Act of 1937 and Chapter 421, Florida Statutes, to provide for the needs of our City's low income residents. The Housing Authority currently manages approximately 95 public housing units, 170 affordable housing units, 1,250 tax credit units, and administers

over 3,133 housing choice vouchers. In addition, services are provided to help residents achieve self-sufficiency and personal development through the Family Self-Sufficiency Program and the Step-Up Apprenticeship. The Family Self-Sufficiency Program helps residents achieve independence from all types of governmental assistance by providing opportunities for employment, education, homeownership, counseling, and other social service assistance. The Step-Up Apprenticeship provides low-income residents access to education, job skills, and employment opportunities while working to rehabilitate housing in the community.

ABOUT THE MOSAIC GROUP

The Mosaic Group (www.mosaicgroup.co) is a full-service events management, marketing and public relations firm, which employ experienced specialists to make any event, campaign and community involvement effort successful. Our clients are organizations that are interested in diversification, increasing their visibility in the community and developing mass marketing opportunities.

THE MOSAIC GROUP

405 N. Avenue of the Arts, Fort Lauderdale, FL 33311
www.mosaicgroup.co



Media Contact: Ann Marie Sorrell
E: asorrell@upscalebymosaic.com
O: 561-651-9565 | **M:** 561-531-4046

PRESS RELEASE

FOR IMMEDIATE RELEASE

HACFL Step Up Apprentices Retained by A|P Communities and Dania Beach Housing Authority

Fort Lauderdale, FL (March 7, 2019) – The Housing Authority of the City of Fort Lauderdale’s Step Up Apprenticeship Program (Step Up) has been retained by the Atlantic | Pacific Communities (A|P Communities) and the Dania Beach Housing Authority with a \$600,000 contract to fabricate and install kitchen and bath cabinetry for the new 176-unit Saratoga Crossings development in Dania Beach.

Step Up, a state certified program, and the HACFL are training site for the National Center for Construction Education and Research. Since 1994, Step Up has provided at-risk men and women a unique opportunity to create a portfolio of education, training, and employment, helping hundreds of Fort Lauderdale neighbors find pathways out of poverty. Since then, StepUp apprentices have rehabilitated over 925 foreclosed, distressed and abandoned property, including Northwest Gardens Sustainable Neighborhood and the historical restoration of the New River Inn Hotel.

“We are excited to continue our partnership with A|P Communities and expand our apprenticeship program with the Dania Beach Housing Authority,” said Scott Strawbridge, director of facilities and development of the Housing Authority of the City of Fort Lauderdale. “The Step Up Apprenticeship Program improves the quality of life of our residents through employment, entrepreneurial, and cultural opportunities that promote growth, self-sufficiency, and prosperity.”

In partnership with the Dania Beach Housing Authority, A|P Communities will build 176 new affordable homes for elderly residents and families at 701-815 and 1105-1165 West Dania Beach Boulevard. The new building, called Saratoga Crossings, will replace 39 obsolete public housing units. The project will use 9 percent Low Income Housing Tax Credit and rent will range from \$380 to \$835 for a one-bedroom; \$450 to \$1,000 for a two-bedroom; \$530 to \$1,150 for a three-bedroom. A|P Communities expects to complete the project by the end of 2019.

“We are grateful for the opportunity to continue our partnership with HACFL and Step Up to provide members of our community with valuable work experience, all while delivering high quality kitchens and baths for our developments. The pride on the faces of the Step Up apprentices when they show off their finished product in our developments is priceless”, said Kenneth Naylor, chief operating officer of Atlantic | Pacific Communities.

For more information, contact the Housing Authority of the City of Fort Lauderdale at (954) 525-6444 or visit www.hacfl.com.

###

ABOUT HACFL

The Housing Authority has been committed to safe, decent, and affordable housing to low-income residents in Broward County since 1928 and currently manages approximately 95 public housing units, 170 affordable housing units, 945 tax credit units, and administers over 3,100 housing choice vouchers. In addition to offering affordable rental housing and several public housing sites, the Housing Authority administers numerous programs, such as the Family Self-Sufficient Program, the Housing Choice Voucher Homeownership Program, and the Step-Up Apprenticeship Initiative, to promote self-sufficiency and economic opportunity for Broward County Residents. For additional information about the programs, please call Scott Strawbridge, (954) 556-4100, x. 1406

[MORE](#)

ABOUT ATLANTIC | PACIFIC COMMUNITIES

Atlantic | Pacific Communities (A|P Communities) is a national housing development company with a staff of professionals dedicated to excellence in market rate, workforce, and affordable housing. A|P Communities is an affiliate of Atlantic | Pacific Companies (A|P), a fourth-generation family-owned and operated real estate company who builds and operates high quality housing to serve every income level. A|P employs more than 1,200 people throughout Florida, Georgia, Texas, California and the Mid-Atlantic. The company has developed over 15,000 units of multifamily rental housing, and currently manages over 38,000 multifamily units and over 500,000 square feet of commercial space in over 154 properties. A|P Communities was founded to bridge the gap between real estate development and economic development. For additional information, please visit www.apcommunities.com.

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MEDIA ADVISORY/INVITATION TO COVER

FOR IMMEDIATE RELEASE

FIRST HOUSING DEVELOPMENT BUILT FOR BLACK FAMILIES IN BROWARD COUNTY HOSTS 80TH ANNIVERSARY CELEBRATION

The Dixie Court Reunion: A Historical Display & Celebration to Benefit Trailblazers

WHO: The Housing Authority of the City of Fort Lauderdale (HACFL)
Trailblazers of Broward County

WHAT: Dixie Court Apartments 2nd Annual Reunion & 80th Anniversary Celebration

WHERE: 306 W. Dixie Court
Fort Lauderdale, FL 33311

WHEN: Saturday, November 3, 2018
10 am-4 pm

ADDITIONAL DETAILS: A family reunion style event will be held to reunite past and present residents and families of Dixie Court Apartments which were originally built in 1938 and was rebuilt in 2013 in Fort Lauderdale's Historic Sistrunk neighborhood. The reunion celebrates 80 years of Dixie Court and the creation of the Housing Authority of the City of Fort Lauderdale. The event will include a display of historical photographs, live music, games, and a brief ceremony to honor the past and look forward to the future from community leaders including elected officials, HACFL Director, Scott Strawbridge and members of the benefiting organization, Trailblazers of Broward County. The Trailblazers of Broward County will share a display of images depicting the history of Dixie Court, known as the first housing development built for Black families in Broward County. The Dixie Court Reunion will also serve as a fundraiser for the Trailblazers to include a chance drawing for a pair of Miami Dolphin tickets. All proceeds from the celebration support the organization which is dedicated to preserving and promoting local African-American history and achievements. The Dixie Court Reunion is free and open to current and past families of Dixie Court Apartments.

For 80 years, HACFL has been providing safe and affordable housing to those in the community while also creating equitable opportunities such as employment and educational opportunities. For more information, please call The Housing Authority of the City of Fort Lauderdale at 954.525-6444. To learn more about the Trailblazers, call (954) 785-8973.

CLIENT: CITY OF MIAMI – SOUTHEAST OVERTOWN/PARKWEST COMMUNITY REDEVELOPMENT AGENCY

PROJECT: SEOPW Branding Campaign, Marketing and Advertising Initiatives

DESCRIPTION OF WORK: Develop Brand for CRA efforts, Develop New Website Development, Economic Development Marketing, community outreach, public relations

DURATION: January 2016-January 2017

NUMBER OF FULL TIME STAFF PROVIDED: 4

CONTACT PERSON: Cornelius Shiver | (305) 679-6800 | cshiver@miamigov.com | 400 S. Federal Highway Hallandale Beach, FL 33009

GEOGRAPHIC FOCUS: City of Miami, Miami-Dade County and Surrounding Counties

TARGET AUDIENCE: Residents of the City and Miami-Dade County, businesses, developers, community stakeholders, tourists, surrounding counties, and media

RESULTS: Developed branding campaign: Experience Overtown; developed new CRA website – experienciovertown.com; developed collateral materials, annual report, and signage, economic development/business & developer recruitment events; garnered over 45 positive news stories from the Miami Herald, Real Deal, South Florida Business Journal, South Florida Times, Miami New Times, iHeart Media, NBC 6, News 7, and more.

EXPERIENCE OVERTOWN BRANDING CAMPAIGN - #EXPERIENCEOVERTOWN



EXPERIENCE OVERTOWN WEBSITE



ADVERTORIAL

OVERTOWN CRA INVESTS \$148 MILLION

THERE IS A VAST DEMAND FOR AFFORDABLE HOUSING IN MIAMI, AND THE SEOPW CRA HAS RESPONDED BY INVESTING IN 1,000 HOUSING UNITS INCLUDING FOUR NEW AFFORDABLE HOUSING COMMUNITIES AND RENOVATIONS TO SEVERAL MULTI-FAMILY UNITS.

MIAMI, FL FEBRUARY 24, 2016: There is a vast demand for affordable housing in Miami and The Southeast / Overtown Park West Community Redevelopment Agency ("CRA") has responded to this demand by investing over \$148 million in 1,000 housing units in Overtown. The housing units include the development of four new affordable housing communities and renovations to several multi-family units. Three of the new affordable housing developments are currently under construction and nearing completion, while the fourth housing development is scheduled to break ground later this year.

Island Living Apartments, the first community to be completed is scheduled to begin moving residents in the week of February 29th. Island Living Apartments, located at 1201 NW 3rd Avenue, features an eight story building with 70 rental units, 5,000 square feet of commercial space on the ground floor for retail, pedestrian friendly walkways, a fitness center, community lounge/event space, and a playground area for children. Island Living began accepting applications on November 23rd, 2015 and received responses from hundreds of applicants. All units are currently under contract and there is a waiting list.

The Plaza at the Lyric, a mixed - use development, currently under construction, located at 919 NW 2nd Avenue, adjacent to the Historic Lyric Theater, will consist of 158 affordable rental units with one, two and three bedroom apartment homes. Amenities will include: a large function room, computer lab with a library, state of the art fitness center, laundry facilities, playground and a parking garage. The Plaza at the Lyric began accepting applications on January 15, 2016 and is also sold out with a waiting list. Courtside Apartments, a partnership with Retired NBA Player Alonzo Mourning is under construction and will begin accepting shortly. Courtside Apartments is located adjacent to the Culmer Community Center at 1700 NW 4th Avenue. Courtside Apartments will consist of 84 affordable rental units with one, two and three bedrooms. Amenities will include a state of the art theater / media room, computer lab, library, fitness center, basketball court and playground.

St. John Overtown Plaza Apartments, the fourth affordable housing development slated to receive funding from the CRA is scheduled to break ground later this year. The CRA is also funding the rehabilitation and renovation of 432 existing housing units in the area including, Town Park Plaza North, Town Park Plaza South and Town Park Village. The three Town Park communities are considered to be one of the oldest and largest multi-family housing developments in Overtown. The aging buildings, have suffered from years of deteriorating physical conditions and a high and growing vacancy rate. To stabilize the community and retain the residents, the CRA has invested \$35 million to rehabilitate and upgrade the properties. In addition, the CRA is covering the expenses of relocating residents into temporary housing until their units are complete and then moving them back into their homes. Town Park Plaza North is currently undergoing \$15 million worth of improvements financed by the CRA. To date, each unit has received new roofs, windows and doors.

To learn more about the Southeast/Overtown Park West Community Redevelopment Agency ("CRA") and its initiatives, please visit www.miamicra.com/seopwcra or call (305) 679-6800

LIVE OVERTOWN
A COMMUNITY TO CALL HOME

SOLD OUT
PLAZA
AT THE LYRIC
SOLD OUT
ISLAND LIVING
APARTMENTS

COMING SOON!
COURTSIDE
APARTMENTS

SEOPW CRA MARKETING REPORT

MARKETING AND PUBLIC RELATIONS SERVICES – RFQ NUMBER 15-05

SERVICES PROVIDED: JANUARY 2016 – FEBRUARY 2017



MARKETING HIGHLIGHTS

New Branding Campaign



New Website

ExperienceOvertown.com

Over 45 stories in
print and broadcast
media coverage

Over 33 Million
Unique Media
Impressions

Over 30,000
unique impressions
on Social Media
platforms

New Magazine Style
Newsletter
REDEVELOPMENT
DIGEST

Approximately 795 Hours
of Services (\$99,375 Value)

MEDIA HIGHLIGHTS

Overtown open for business
Interested business owners can find out more April 21 at Historic Lyric Theatre
Special to The Miami Times Apr 20, 2016 0

OVERTOWN MIAMI DEVELOPMENT NEWS

Alonzo Mourning helps bring affordable housing to Overtown with Courtside Apartments

Miami-Dade has the biggest share of low-income households in Florida

BY JOSH BAUMGARD | SEP 26, 2016, 5:52PM EDT

PHOTOGRAPHY BY HTC

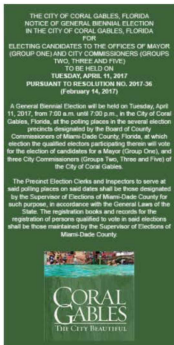
Curbed Miami

Miami Herald

This Overtown supermarket opened just in time for Hurricane Matthew



1 of 4



Miami New Times

'Visions of Our 44th President' Brings Dozens of Barack Obama Busts to Miami

BY RYAN YOUSEFI

MONDAY, NOVEMBER 28, 2016 AT 10:05 A.M.



South Florida City Biz List 2016 Overtown Music & Arts Festival

6/30/16



The Real Deal

Overtown CRA says affordable housing is on the rise

Projects include the Plaza at the Lyric, Island Living Apartments and Courtside Apartments

April 05, 2016 04:30PM

By Francisco Alvarado

PREVIOUS NEXT



Plaza at the Lyric, All Aboard, Courtside Apartments and Island Living

With construction for All Aboard Florida's MiamiCentral project and Miami Worldcenter underway, the blighted neighborhood of Overtown is poised for a boom during the current real estate cycle.



LINKS TO MEDIA STORIES

The Real Deal Overtown Affordable Housing Article (March 2016)

<http://therealdeal.com/miami/2016/04/05/overtown-cra-says-affordable-housing-is-on-the-rise/>
Impressions: 200,000

The Miami Times Island Living Apartments Open (March 2016)

http://www.miamitimesonline.com/business/island-living-apartments-in-overtown-opens/article_3acb3b6c-9098-11e6-a826-10604b9ffe60.html
Impressions: 60,000

Miami New Times: Marcus Samuelsson (March 2016)

<http://www.miaminewtimes.com/restaurants/marcus-samuelsson-and-morgans-may-move-to-overtown-8342069>
Impressions: 1,900,000

The Miami Times Marcus Samuelsson (March 2016)

http://www.miamitimesonline.com/news/local/founder-of-harlem-s-red-rooster-in-lead-to-redevelop/article_8f83ce94-9098-11e6-bb1e-10604b9ffe60.html
Impressions: 60,000

Miami New Times: Marcus Samuelsson (March 2016)

<http://www.miaminewtimes.com/restaurants/marcus-samuelsson-begins-negotiations-for-overtown-restaurant-8358304>
Impressions: 1,900,000

WSVN News 7 Overtown Makeover Article (April 2016)

<http://www.wsvn.com/story/31650893/millions-invested-in-overtown-makeover>
Impressions: 239,000

CBS Miami Overtown CRA Director Touts Accomplishments Article (April 2016)

<http://miami.cbslocal.com/2016/04/05/cra-director-touts-accomplishments-in-overtown/>
Impressions: 23,000,000

South Florida Times Rebirth of Overtown Special Section - 10 page spread (April 2016) (See Digital Copy)

Impressions: 95,000

The Miami Times Overtown Open for Business (April 2016)

http://www.miamitimesonline.com/business/overtown-open-for-business/article_d80c8580-9097-11e6-b31e-10604b9ffe60.html
Impressions: 60,000

South Florida Times Black Wall Street (June 2016)

<http://www.sftimes.com/news/local/remaking-black-wall-street-south-florida>
Impressions: 95,000

Caribbean Today: Grand Opening of Island Living Apartments (June 2016)

<http://caribbeantoday.com/caribbean-news/latest-news/item/23797-grand-opening-of-island-living-apartments.html>
Impressions: 25,000

Westside Gazette: Grand Opening of Island Living Apartments (June 2016)

<http://thewestsidegazette.com/grand-opening-of-island-living-apartments-overtowns-first-newly-constructed-affordable-housing-development/>

Impressions: 25,000

The Miami Times Island Living Apartments Completed (June 2016)

http://www.miamitimesonline.com/business/island-living-apartments-completed/article_76d306a8-9098-11e6-b6da-10604b9ffe60.html

Impressions: 60,000

The Miami Times Hotel Project (June 2016)

http://www.miamitimesonline.com/news/local/overtown-hotel-project-moves-one-step-closer/article_8ae3dc12-9098-11e6-ba78-10604b9ffe60.html

Impressions: 60,000

The Miami Times Overtown Music & Arts Festival (July 2016)

http://www.miamitimesonline.com/lifestyles/variety-of-acts-at-the-overtown-music-fest/article_e913b682-9097-11e6-b6ee-10604b9ffe60.html

Impressions: 60,000

The Miami Times Overtown Music & Arts Festival (July 2016)

http://www.miamitimesonline.com/lifestyles/overtown-music-arts-festival-year-v/article_1860cfba-9098-11e6-a008-10604b9ffe60.html

Impressions: 60,000

Social Miami Newsletter Overtown Music and Arts Festival (July 2016)

Impressions: 109,000

Miami Herald Overtown Music and Arts Festival (July 2016)

<http://www.miamiherald.com/news/local/community/community-ticket-blog/article90345092.html>

Impressions: 7,600,000

South Florida Times Overtown Music and Arts Festival (July 2016)

<http://www.sfltimes.com/soflo-live/its-party-time-in-overtown-with-seventh-annual-music-festival>

Impressions: 95,000

Miami New Times Overtown Music and Arts Festival (July 2016)

<http://www.miaminewtimes.com/music/estelle-on-coming-to-overtown-and-how-miamis-hunks-inspired-american-boy-8609610>

Impressions: 1,900,000

Soul of Miami Overtown Music and Arts Festival (July 2016)

<http://www.soulofmiami.org/2016/07/15/overtown-music-arts-festival-72316/>

Impressions: 45,000

Miami Herald Events (in the Miami Herald print calendar as well) Overtown Music and Arts Festival (July 2016)

http://events.miamiherald.com/eventx--146669_2211640--Overtown-Business-District-Overtown-Music-Arts-Festival.aspx

Impressions: 7,600,000

SFL CW Overtown Music and Arts Festival (July 2016)

<http://sflcw.com/events/#/event/5729368>

Impressions: 16,700

Miami New Times Overtown Music and Arts Festival (July 2016)

<http://www.miaminewtimes.com/music/miamis-best-concert-of-the-week-the-overtown-music-and-arts-festival-8608642>

Impressions: 1,900,000

Miami New Times Overtown Music and Arts Festival (July 2016)

<http://www.miaminewtimes.com/event/overtown-music-and-arts-festival-8590878>

Impressions: 1,900,000

Community Newspapers Overtown Music and Arts Festival (July 2016)

http://miamievents.communitynewspapers.com/city/miami_924/event/2016-overtown-music-arts-festival/

Impressions: 62,000

South Florida Public Relations Network Overtown Music and Arts Festival (July 2016)

<https://sfprn.com/2016/07/11/july-23-event-2016-overtown-music-arts-festival/>

Impressions: 1,500

CityBizList Overtown Music and Arts Festival (July 2016)

<http://southflorida.citybizlist.com/article/362638/2016-overtown-music-arts-festival>

Impressions: 400,000

Miami.com Overtown Music and Arts Festival (July 2016)

http://events.miami.com/eventx--146669_2211640--Overtown-Business-District-Overtown-Music-Arts-Festival.aspx

Impressions: 288,000

Modern Luxury Miami Overtown Music and Arts Festival (July 2016)

<http://www.modernluxury.com/miami/events/2016-overtown-music-and-arts-festival>

Impressions: 283,000

The Miami Times Folklife Friday's 100th Celebration (August)

http://www.miamitimesonline.com/lifestyles/folklife-fridays-th-celebration-at-lyric-theater/article_622cade4-9098-11e6-b1d2-10604b9ffe60.html

Impressions: 60,000

The Miami Times Courtside Apartments Grand Opening (September 2016)

http://www.miamitimesonline.com/business/courtside-apartments-open/article_336de8d8-8599-11e6-a092-0fe4760cd747.html

Impressions: 60,000

Curbed Miami: Courtside Apartments (September 2016)

<http://miami.curbed.com/2016/9/26/13065118/overtown-miami-affordable-housing-alonzo-mourning>

Impressions: 150,000

WSVN News 7 Courtside Apartments (September 2016)

<http://wsvn.com/news/local/alonzo-mourning-nonprofit-opens-affordable-housing-complex-in-overtown/>

Impressions: 239,000

The Real Deal Courtside Apartments Grand Opening (September 2016)

<https://therealdeal.com/miami/2016/09/27/on-the-scene-of-courtside-family-apartments-grand-opening-photos/>

Impressions: 200,000

Miami New Times Marcus Samuelsson (September 2016)

<http://www.miaminewtimes.com/restaurants/is-marcus-samuelssons-planned-miami-restaurant-still-happening-8755750>

Impressions: 1,900,000

The Miami Times Article - Grand Opening of Top Value Supermarket (October 2016)

http://www.miamitimesonline.com/business/overtown-food-desert-no-more/article_a1df16b2-9092-11e6-8972-6f08659ec6c4.html

Impressions: 60,000

Miami Herald: Top Value Supermarket Opening (October 2016)

<http://www.miamiherald.com/living/food-drink/article106249727.html>

Impressions: 7,600,000

The Miami Times Top Value Supermarket (October 2016)

http://www.miamitimesonline.com/business/overtown-food-desert-no-more/article_a1df16b2-9092-11e6-8972-6f08659ec6c4.html

Impressions: 60,000

WSVN News 7 Construction Job Fair (October 2016)

<http://wsvn.com/news/local/construction-job-fair-today-in-overtown/>

Impressions: 239,000

Miami New Times: Visions of our 44th President Barack Obama (November 2016)

<http://www.miaminewtimes.com/arts/visions-of-our-44th-president-brings-dozens-of-barack-obama-busts-to-miami-8939546>

Impressions: 1,900,000

Miami Herald Art Africa/Soul Basel (December 2016)

<http://www.miamiherald.com/news/local/community/miami-dade/community-voices/article118173843.html>

Impressions: 7,600,000

The Miami Times Redevelopment Talk Show (November 2016)

http://www.miamitimesonline.com/news/hardemon-reaches-out-to-miami-residents-via-new-radio-talk/article_3bcc03dc-ac15-11e6-80cc-671e8ae34ecc.html

Impressions: 60,000

The Miami Times Christmas Tree Lighting (December 2016)

http://www.miamitimesonline.com/news/florida/oh-christmas-tree/article_3e850268-bc91-11e6-b950-7ba87b6d6602.html

Impressions: 60,000

South Florida Caribbean News - Community Day at the Black Archives (February 2017)

<https://sflcn.com/celebrate-community-day-black-archives-historic-lyric-theater/>

Impressions: 150,000



EVENTS

LIVE OVERTOWN COLLATERAL

RECAP REPORT

MOSAIC
GROUP



Miami City Commission Chairman Keon Hardemon and the Southeast Overtown / Park West Community Redevelopment Agency presents the launch of the new branding campaign

LIVE OVERTOWN

EAT • LIVE • CREATE • GROW

and the GRAND OPENING of the
OVERTOWN PERFORMANCE ARTS CENTER

SEPT.
28

6 P.M. - 8 P.M.

OVERTOWN PERFORMANCE ARTS CENTER

1074 NW 3rd Avenue
Miami, Florida 33136

COCKTAILS AND HORS D'OEUVRES WILL BE SERVED
LIVE MUSIC FEATURING DEEP FRIED FUNK.

RSVP at www.LIVEOVERTOWN.com

For information Contact (305) 679-6800

#LiveOvertown



Overtown
PERFORMING ARTS CENTER

(FORMER EBENEZER METHODIST CHURCH)

APRIL __, 2016 • 11:30AM

1074 NW 3rd Avenue • Miami, Florida

Join Chairman Keon Hardemon along with officials from the EDA and Miami-Dade Hospitality Institute to get the first look at \$2 Million of renovations that include a state of the art culinary/catering kitchen and incubator space and banquet facility for public and private events.

To RSVP and for more information, contact Jonelle Adderley at JAdderley@miamigov.com or (305) 679-6800



RSVP
by APRIL XX

LIVE OVERTOWN
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OVERTOWN CRA INVESTS \$148 MILLION

THERE IS A VAST DEMAND FOR AFFORDABLE HOUSING IN MIAMI, AND THE SEOPW CRA HAS RESPONDED BY INVESTING IN 1,000 HOUSING UNITS INCLUDING FOUR NEW AFFORDABLE HOUSING COMMUNITIES AND RENOVATIONS TO SEVERAL MULTI-FAMILY UNITS.

There is a vast demand for affordable housing in Miami and The Southeast / Overtown Park West Community Redevelopment Agency ("CRA") has responded to this demand by investing over \$148 million in 1,000 housing units in Overtown. The housing units include the development of four new affordable housing communities and renovations to several multi-family units. Three of the new affordable housing developments are currently under construction and nearing completion, while the fourth housing development is scheduled to break ground later this year.

Island Living Apartments, the first community to be completed is scheduled to begin moving residents in the beginning of March. Island Living Apartments, located at 1201 NW 3rd Avenue, features an eight story building with 70 rental units, 5,000 square feet of commercial space on the ground floor for retail, pedestrian friendly walkways, a fitness center, community lounge/event space, and a playground area for children. Island Living began accepting applications on November 23rd, 2015 and received responses from hundreds of applicants. All units are currently under contract and there is a waiting list.

The Plaza at the Lyric, a mixed - use development, currently under construction, located at 919 NW 2nd Avenue, adjacent to the Historic Lyric Theater, will consist of 158 affordable rental units with one, two and three bedroom apartment homes. Amenities will include: a large function room, computer lab with a library, state of the art fitness center, laundry facilities, playground and a parking garage. The Plaza at the Lyric began accepting applications on

January 15, 2016 and is also sold out with a waiting list. Courtside Apartments, a partnership with Retired NBA Player Alonzo Mourning is under construction and will begin accepting shortly. Courtside Apartments is located adjacent to the Culmer Community Center at 1700 NW 4th Avenue. Courtside Apartments will consist of 84 affordable rental units with one, two and three bedrooms. Amenities will include a state of the art theater / media room, computer lab, library, fitness center, basketball court and playground. St. John Overtown Plaza Apartments, the fourth affordable housing development slated to receive funding from the CRA is scheduled to break ground later this year.

The CRA is also funding the rehabilitation and renovation of 432 existing housing units in the area including: Town Park Plaza North, Town Park Plaza South and Town Park Village. The three Town Park communities are considered to be one of the oldest and largest multi-family housing developments in Overtown. The aging buildings have suffered from years of deteriorating physical conditions and a high and growing vacancy rate. To stabilize the community and retain the residents, the CRA has invested \$35 million to rehabilitate and upgrade the properties. In addition, the CRA is covering the expenses of relocating residents into temporary housing until their units are complete and then moving them back into their homes. Town Park Plaza North is currently undergoing \$15 million worth of improvements financed by the CRA. To date, each unit has received new roofs, windows and doors.

To learn more about the Southeast/Overtown Park West Community Redevelopment Agency ("CRA") and its initiatives, please visit www.miamicra.com/seopwcracra or call (305) 679-6800



LIVE OVERTOWN
A COMMUNITY TO CALL HOME

SOLD OUT PLAZA
AT THE LYRIC

SOLD OUT ISLAND LIVING
APARTMENTS

COMING SOON COURTSIDE
APARTMENTS



See New Opportunities in Historic Overtown
EAT. LIVE. CREATE. GROW.

MIAMI'S HISTORIC OVERTOWN IS

OPEN FOR BUSINESS!



"Overtown is experiencing a renaissance. This community was once the economic hub of black Miami. It was home to black-owned businesses ranging from clubs, restaurants, and hotels to lawyer's and doctor's offices. All that you needed could be accessed within the boundaries of this neighborhood. This offered residents of the area a better quality of life while also attracting visitors into it's community. That model is something that we in the Southeast / Overtown Park West Community Redevelopment Agency ("SEOPW CRA") want to emulate. Our goal is to make Overtown a community where you can live, work, and play. We can achieve this utilizing a myriad of strategies but especially by attracting and helping to develop more businesses."

- COMMISSIONER KEON HARDEMON, SEOPW CRA Chair



LIVE OVERTOWN
EAT • LIVE • CREATE • GROW

We invite you to expand, relocate, or open your new business in the heart of Miami. Learn about future development plans, investments and redevelopment opportunities. Incentive programs are available to new and existing business owners.

CALL US TODAY AT (305) 679-6800

Southeast Overtown / Park West Community Redevelopment Agency
819 NW 2nd Avenue • Miami, Florida 33136

www.miamicra.com/seopwcracra



SOUTHEAST OVERTOWN/PARK WEST COMMUNITY REDEVELOPMENT AGENCY

EVENTS & ANNOUNCEMENTS

LIVE OVERTOWN COLLATERAL

RECAP REPORT

MOSAIC
GROUP



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NOW LEASING

1, 2 & 3 BEDROOMS
STARTING AT \$760/MONTH*

The SEOPW Community Redevelopment Agency and The Courtside Family Apartment management team invites you to stop by the leasing office for more information.

COURTSIDE FAMILY APARTMENTS INFORMATION
1699 NW 4th Avenue • Miami, Florida 33136
P: (786) 773-1331 / F: (786) 773-1321 / www.htgf.com
OFFICE HOURS : 12PM-4PM





*AFFORDABLE HOUSING WITH INCOME RESTRICTIONS. INCOME MUST BE STEADY AND VERIFIABLE.



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Sponsor: SEOPW CRA

The Southeast Overtown/Park West Community Redevelopment Agency mission is to revitalize Historic Overtown and Park West by investing in the following initiatives:

- AFFORDABLE HOUSING
- ECONOMIC DEVELOPMENT
- SMALL BUSINESS ASSISTANCE
- HISTORIC PRESERVATION
- PARKS & PUBLIC SPACES
- CULTURAL ACTIVITIES
- JOB TRAINING & PLACEMENT
- JOB CREATION



To inquire about CRA programs and projects, or to join the CRA's mailing list, contact the CRA today!

819 NW 2nd Ave, 3rd Floor, Miami, FL 33136
T: (305) 679-6800 • F: (305) 679-6835
E: CRA@miamigov.com
www.miamicra.com/seopwcra




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— COMMISSIONER KEON HARDEMON, SEOPW CRA Chair

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www.miamicra.com/seopwcra



YOUR NEIGHBORHOOD GROCER HAS ARRIVED!



GRAND OPENING




Join Miami Commission Chairman Keon Hardemon & the Southeast Overtown/Park West Community Redevelopment Agency to celebrate the opening of Top Value Supermarket.

WEDNESDAY • OCTOBER 5 11 AM
1490 NW 3RD AVENUE, UNIT 101

For more information contact the SEOPW CRA at (305) 679-6800

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STOP BY FOR YOUR FREE LIVE OVERTOWN SHOPPING BAG!

See New Opportunities
IN HISTORIC OVERTOWN

LIVE OVERTOWN

EAT • LIVE • CREATE • GROW

MIAMI'S HISTORIC OVERTOWN IS OPEN FOR BUSINESS!

We invite you to expand, relocate, or open your new business in the heart of Miami. Learn about future development plans, investments and redevelopment opportunities. Incentive programs are available to new and existing business owners.

Network and enjoy a taste of Overtown!

THURSDAY • APRIL 21, 2016
4:00 PM - 7:00 PM

**THE BLACK ARCHIVES
HISTORIC LYRIC THEATER
CULTURAL ARTS COMPLEX**
819 NW 2nd AVE. • MIAMI, FL 33136

SCHEDULE AT A GLANCE
Opportunities in Historic Overtown Overview • 4:30pm
Discover the Historic Overtown Trolley Tour • 5:00pm (multiple tours)

RSVP AT WWW.LIVEOVERTOWN.COM



Presented by the Southeast Overtown / Park West Community Redevelopment Agency

EVENTS & ANNOUNCEMENTS

EXPERIENCE OVERTOWN COLLATERAL

RECAP REPORT

MOSAIC
GROUP

EXPERIENCE THE LEGACY AND RICH CULTURE OF OVERTOWN



THE SOUTHEAST OVERTOWN/PARK WEST COMMUNITY REDEVELOPMENT AGENCY PROUDLY

Celebrates Black History Month



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819 NW 2nd Avenue / 3rd Floor • Miami, Florida 33136
(305) 678-6800 • CRA@miamigov.com

CATCH US ON SOCIAL MEDIA
MIAMICRA / CITYOFMIAMICRA



Hosted by Miami City Commission
Chair Keon Hardemon
EVERY 3RD THURSDAY @ 9:30 A.M.
WMBM 1490 AM Gospel

Learn more about the redevelopment efforts that are underway in the Overtown / Park West communities



WWW.EXPERIENCEOVERTOWN.COM



Please Join Miami Commission Chairman Keon Hardemon, the Villas of St. Agnes Homeowners Association & the Southeast Overtown / Park West Community Redevelopment Agency to mark the Completion of the Villas of St. Agnes Gate Installation Project

RIBBON CUTTING CEREMONY MONDAY • FEBRUARY 6th 5:00 P.M.

VILLAS OF ST. AGNES ENTRANCE
375 NW 19th Street • Miami, FL 33136



Light Refreshments will be served.
For more information contact the CRA at (305) 679-6800
WWW.EXPERIENCEOVERTOWN.COM

"Overtown is experiencing a renaissance. Our goal is to make Overtown a community where you can live, work, and play. We can achieve this utilizing a myriad of strategies but especially by attracting and helping to develop more businesses"

The Honorable Keon Hardemon, Miami City Commission & SEOPW CRA Chairman



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THE SOUTHEAST OVERTOWN / PARK WEST CRA
& THE BLACK ARCHIVES HISTORY & RESEARCH FOUNDATION
OF SOUTH FLORIDA PROUDLY PRESENTS

Community Day

at the
BLACK ARCHIVES HISTORIC LYRIC THEATER
Saturday • February 18, 2017 • 10:00 AM - 6:00 PM
FREE ADMISSION



BLACK ARCHIVES HISTORIC LYRIC THEATER
819 NE 2nd Avenue • Miami, Florida 33136



For more information contact (786) 708-4610



SOUTHEAST/OVERTOWN PARK WEST COMMUNITY REDEVELOPMENT AGENCY

(305) 679-6800

WWW.EXPERIENCEOVERTOWN.COM



@MIAMICRA



@CITYOFMIAMICRA

SOUTHEAST OVERTOWN/PARK WEST COMMUNITY REDEVELOPMENT AGENCY

WRITING AND DESIGN

The Mosaic Group provides writing and design services including content development, graphic design, translations of documents into Spanish and Creole, and more. Below you will find project samples for clients including the City of Hallandale Beach CRA, City of Miami Gardens, and Inlet Grove High School.

Hallandale Beach CRA Annual Report: <https://cohbcra.org/wp-content/uploads/2020/03/HBCRA-ANNUAL-REPORT-2019.pdf>



2020 FLORIDA REDEVELOPMENT ASSOCIATION ROY F. KENZIE AWARDS

Award Entry Category: Annual Report

Hallandale Beach Community Redevelopment
Agency 2019 Annual Report

Submitted by
Hallandale Beach Community Redevelopment Agency
Jeremy Earle, Ph.D., AICP, FRA-RA | Assistant City Manager/CRA Executive Director
City of Hallandale Beach
400 South Federal Highway
Hallandale Beach, FL, 33009



BEFORE & AFTER

Annual Report - Cover

BEFORE



AFTER



Annual Report - Board of Directors

BEFORE

BOARD OF DIRECTORS

Board of Directors



JOY COOPER
CHAIR



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY



SABRINA JAVELLANA
VICE-CHAIR

Mission Statement

The mission of the Hallandale Beach Community Redevelopment Agency (CRA) is to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation.



ANABELLE LIMA-TAUB
DIRECTOR



MICHELLE LAZAROW
DIRECTOR




MIKE BUTLER
DIRECTOR

1


AFTER

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Board of Directors




Joy Cooper
Chair
jcooper@cohbcra.org




Sabrina Javellana
Vice-Chair
sjavellana@cohbcra.org



Anabelle Lima-Taub
Director
ataub@cohbcra.org



Michelle Lazarow
Director
mlazarow@cohbcra.org



Mike Butler
Director
mbutler@cohbcra.org

Annual Report - Accomplishments

BEFORE

HALLANDALE BEACH CRA



Modular Home Project: 620 NW 4th Avenue

Replacement Home Program

This program is a subset of the Neighborhood Improvement Program (NIP). Applicants are identified to be eligible for this program once the property assessment, ordered by the CRA, proves that the costs of the recommended NIP improvements exceed 50% of the property appraiser's assessed value of the property. Under the Replacement Home Program, the CRA will provide a low interest or interest-free loan up to \$250,000 (or the current cost of construction with plans, permits, construction, and finishes) to single-family homeowners.

Senior Neighborhood Improvement Mini Grant Program

This program assists seniors seventy (70) years and older with financial assistance for exterior residential facade improvements in the CRA for the purpose of improving property conditions and value and aiding in the elimination of slum and blight. The grant can also assist with interior repairs to mitigate life safety issues including removal of asbestos, mold, home barriers to the disabled and/or elderly or other life safety issues as determined by the Building or Code Compliance Official. A property can be assisted twice every four years providing that no other CRA loans or City liens exist on the property.

2019 Activity: 4 Residents served; \$39,690 in assistance.

18

AFTER

2019 Annual Report | Hallandale Beach CRA | www.cohbcra.org



Accomplishments and Activity Status Updates (cont.)

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19

Annual Report - Performance Data

BEFORE

PERFORMANCE DATA

Hallandale Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID: 430

Registered Agent

Mailing Address

Telephone

Fax

Email

Website

County(ies)

Local Governing Authority

Date Created / Established

Creation Documents

Board Selection

Authority to Issue Bonds

Revenue

Most Recent Update

Dr. Jeremy Earle

400 South Federal Highway, Hallandale Beach, FL 33009

(954) 457-3070

(954) 457-1342

jearle@cohbcra.org

cohbcra.org

Broward

City of Hallandale Beach

Tuesday, September 17, 1996

City Resolution 96-15

Identical to Local Governing Authority

No

Tax Increment Financing

Thursday, March 5, 2020

Total number of Activities started and/or ongoing

Total number of Activities completed

Current Year Taxable Value in CRA

Actual expended increment revenue

Base Year Taxable Value in CRA

Current Year Tax Increment Value

34

4

\$ 1,600,760,190

\$ 9,088,476

\$ 377,757,750

\$ 1,223,002,440

Total amount expended for low and middle income affordable housing

\$ 33,236.00

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

ACHIEVEMENT (FINANCING & IMPLEMENTATION PLAN CATEGORIES)	CRA IMPLEMENTATION PLAN OBJECTIVE(S)
Capital Initiatives	3,8,12,13,14,18,19,20,21
Interlocal Agreements	3,3,11
Redevelopment Initiatives	1,2,4,6,7,8,9,11,12,13,14,15,16,17,18,19,20,21,22
Property Acquisition	1,2,5,7,8,9,12,13,14,15,16,17,18,19,20,21,22
Consultants and Professional/Design Services	1,2,7,8,9,12,13,14,15,16,17,18,19,20,21,22
Workforce/Affordable Housing (Low to Moderate)	3,11

40

AFTER

2019 Annual Report | Hallandale Beach CRA | www.cohbcra.org

Performance Data (cont.)

Hallandale Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID: 430

Registered Agent

Mailing Address

Telephone

Fax

Email

Website

County(ies)

Local Governing Authority

Date Created / Established

Creation Documents

Board Selection

Authority to Issue Bonds

Revenue

Most Recent Update

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Base Year Taxable Value in CRA

Current Year Tax Increment Value

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Workforce/Affordable Housing (Low to Moderate)	3,11

ADDITIONAL PHOTOS



Mission Statement



The mission of the Hallandale Beach Community Redevelopment Agency (HBCRA) is to enhance quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation and neighborhood revitalization. quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation and neighborhood revitalization.

1



Letter from the CRA Executive Director

March 16, 2020

The Hallandale Beach Community Redevelopment Agency (CRA) is committed to enhancing the quality of life in the City of Hallandale Beach by eliminating slum and blighted conditions throughout the community redevelopment area as defined by Florida Statute (FS) 163 Part III.

The CRA currently comprises seventy-six percent (76%) of the City of Hallandale Beach. The CRA was created in 1996, and sunsets or ends in 2026, unless the City Commission decides to extend the life of the agency. Over the remaining years of the CRA's life, our intention is to continue to use the full statutory authority and financial capability of the CRA, to implement redevelopment programs that greatly enhance the quality of life in Hallandale Beach.

These programs consist of the following:

- creation of new, quality, sustainable affordable and market rate housing;
- social equity programs related to economic development, including business development, and workforce development programs; and
- promotion of economic development programs that not only support our existing businesses and encourages them to grow, but also serves to attract vibrant new businesses to the City.

2



Table of Contents

BOARD OF DIRECTORS	2
LETTER FROM THE CRA EXECUTIVE DIRECTOR	4
TABLE OF CONTENTS	8
BACKGROUND	9
REDEVELOPMENT AREA	11
POWERS	12
FUNDING SOURCE	13
TAX-BASE	14
TAXABLE VALUES BY USE TYPE	16
TAXPAYER CONCENTRATION	18
MILEAGE RATES	19
TAX-INCREMENT REVENUES	20
FINANCING AND IMPLEMENTATION PLAN	22
ACCOMPLISHMENTS AND ACTIVITY STATUS UPDATES	24
Overview of Strategic Priorities	24
Strategic Priority: Livable Community	24
Residential Programs and Incentives	24
STRATEGIC PRIORITY: ECONOMIC DEVELOPMENT TO SUPPORT BUSINESS-OWNERS, IMPROVING PROPERTY VALUES AND PROVIDE A HEALTHY BALANCE OF RESIDENTIAL, COMMERCIAL AND LIGHT INDUSTRY WITH A MIX OF LOCAL OPPORTUNITIES	33
Business-Focused Policies	33
Business Programs and Incentives	34
Arts and Culture Programs and Incentives	41
FADO PROJECTS	43
ARTSQUARE SQUARE PROJECT	50
PERFORMANCE DATA	51
FINANCIAL STATEMENTS	55



Tax Base

The following table provides a 10-year summary of the historical assessment (taxable) values and increment values for the CRA as of January 1st of each year. While this report generally pertains to FY 18/19 activity, the following section also includes FY 19/20 property valuation data to highlight current trends.

The CRA experienced positive tax base growth in FY 19/20 due primarily to the residential (18% growth) and industrial market segments (6% growth).

TAXABLE PROPERTY VALUES

TAX ROLL YEAR	FISCAL YEAR	A		B		C=A-B	
		TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2010	2011	1,018,847,470	(17.2%)	377,757,750		641,089,720	(24.8%)
2011	2012	1,015,148,340	(0.4%)	377,757,750		637,390,590	(0.6%)
2012	2013	1,003,897,210	(1.1%)	377,757,750		626,139,460	(1.8%)
2013	2014	1,033,916,110	3.0%	377,757,750		656,158,360	4.8%
2014	2015	1,108,825,680	7.2%	377,757,750		731,067,930	11.4%
2015	2016	1,176,595,550	6.1%	377,757,750		798,837,800	9.3%
2016	2017	1,258,592,550	7.0%	377,757,750		880,834,800	10.3%
2017	2018	1,356,291,060	7.8%	377,757,750		978,533,310	11.1%
2018	2019	1,445,330,030	6.6%	377,757,750		1,067,572,280	9.1%
2019	2020	1,600,760,190	10.8%	377,757,750		1,223,002,440	14.6%



Accomplishments and Activity Status Updates

Overview of Strategic Priorities

This Community Redevelopment Implementation Plan ("CRA Plan") strategically and programmatically supports the City Commission's mission of enhancing the quality of life in Hallandale Beach.

The initiatives undertaken by the CRA are targeted at fulfilling the four (4) Strategic Priorities set forth in the CRA Plan:

1. Livable community.
2. Ensuring excellence in government.
3. Enhancing the quality of life through Environmental Sustainability.
4. Economic Development to support business owners, improving property values and provide a healthy balance of residential, commercial and light industry with a mix of local opportunities.

Within the framework of this Annual Report, activities are listed under their primary strategic priority (although, projects often align with multiple priorities). Furthermore, each of these activities is categorized by achievement type within the Performance Data section of this report. These achievement categories align with the CRA's Finance Plan.

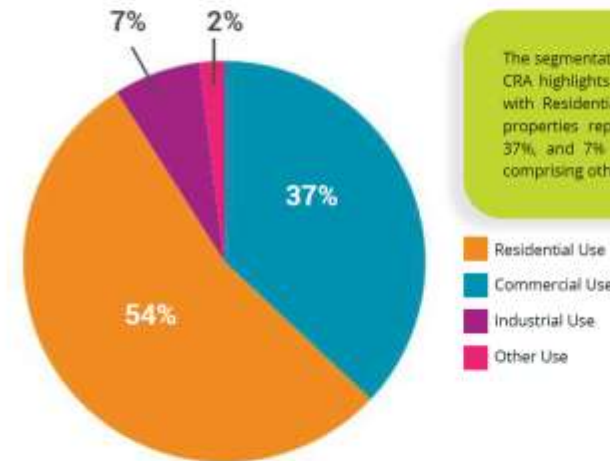
Strategic Priority: Livable Community

Residential Programs and Incentives

CRA Residential Programs foster community involvement and address quality-of-life issues, eliminating and preventing blighted conditions, and revitalizing the economic integrity of the community. The CRA offers multiple residential programs to aide in eliminating slum and blighted conditions in the redevelopment area, thus improving the attractiveness and quality of life for our existing and future residents of the City of Hallandale Beach.



Taxable Values by Use Type



The segmentation of taxable values within the CRA highlights a relatively balanced tax-base with Residential, Commercial, and Industrial properties representing approximately 54%, 37%, and 7% respectively with the balance comprising other uses (e.g. Institutional).

- Residential Use
- Commercial Use
- Industrial Use
- Other Use



Tenant Lease Surety/Tenant Rent Subsidy

This program is intended to accelerate the attraction of new start-up businesses and reduce the vacancy of commercial space in the CRA, with an emphasis on energizing ground-floor space and creating job opportunities. Additional objectives include reducing the risk of developing/constructing speculative commercial space in the CRA. Priority areas include: Foster Road from NW 11th Avenue to South Dixie Highway. A FAOD specific incentive has also been created.

The Tenant Lease Surety represents the CRA's guarantee of twenty-five (25%) percent of a qualified tenant's financial obligation under a proposed lease for three (3) years. The Tenant Rent Subsidy funds the gap between market rate rent and the specific tenant's capability for three (3) years.



36



Accomplishments and Activity Status Updates (cont.)

Neighborhood Improvement Program

This program is intended to encourage neighborhood beautification and enhanced curb appeal in all areas of the CRA. Our goal is to provide financial assistance for exterior residential facade improvements in the redevelopment district for the purpose of improving property conditions and value, and aiding in the elimination of slum and blight. Additional goals include fostering sustainable practices in all CRA funded improvements that increase energy efficiency. A property can be assisted twice every four-years providing that no other CRA loans or City liens exist on the property.

2019 Activity: 11 Residents served; \$411,013 in assistance.



Modular Home Project: 620 NW 4th Avenue

37



FADD Program (cont.)

Go Bistro (Board Approval: April 22, 2019)

Location: 144 N.E. 1st Avenue (FADD Area)

Approved Incentives:

- Commercial Façade Improvement Grant (\$100,000);
- Commercial Interior Renovation Grant (\$90,000); and
- Commercial Kitchen Grant (\$282,960).

Go Bistro will consist of renovating the existing building, which will allow for a new restaurant with outdoor seating, murals and a terrace. The purpose of this project was to assist in the expansion of the owners business and maximize the potential of doing additional business in the City of Hallandale by expanding his current offices and adding 2,400 sq. ft. to the existing property.



Current Building



Conceptual Design of Renovated Building

47



ArtSquare Square Project

ArtSquare is a mixed-use development consisting of 10,264 square feet of retail commercial use; 358 residential units (132 one bedroom; 209 two bedroom; 17 three-bedroom units and 8 live work units) with height ranging from 3 to 7 stories; and also includes a 2-story parking garage.

This development is the culmination of a public/private partnership between the CRA, City, and Hallandale Land Ventures to provide new multi-family housing and improve the adjacent street infrastructure.

The CRA's commitment towards this development consists of \$3.3 million (max) in contributions towards street infrastructure improvements (NE 3rd Street from Federal Highway to the west side of NE 1st Avenue). These improvements increase connectivity between the two main north/south transportation corridors in the City and will be a catalyst for further redevelopment within the CRA. Specifically, the CRA's funding commitment to the Developer is the lower of \$3.3 million (max) or actual costs structured as follows: 50% payable upon Certificate of Occupancy ("CO"); 25% payable 1- year after initial CO; remaining 25% payable 2-years after initial CO.

Project Status: ArtSquare was completed during 2018 with a ribbon-cutting ceremony on November 27, 2018. The 2nd contribution payment was made during FY 2019 (\$832,493).



48



Tenant Lease Surety/Tenant Rent Subsidy

This program is intended to accelerate the attraction of new start-up businesses and reduce the vacancy of commercial space in the CRA, with an emphasis on energizing ground-floor space and creating job opportunities. Additional objectives include reducing the risk of developing/constructing speculative commercial space in the CRA. Priority areas include: Foster Road from NW 11th Avenue to South Dixie Highway. A FADO specific incentive has also been created.

The Tenant Lease Surety represents the CRA's guarantee of twenty-five (25%) percent of a qualified tenant's financial obligation under a proposed lease for three (3) years. The Tenant Rent Subsidy funds the gap between market rate rent and the specific tenant's capability for three (3) years.



18



Strategic Priority: Economic Development to support business owners, improving property values and provide a healthy balance of residential, commercial and light industry with a mix of local opportunities.

Business-Focused Policies

The CRA is committed to helping businesses succeed and grow. Our team works to bring a vibrant, innovative, local competitive economy in the CRA by creating an environment that promotes the retention, expansion and attraction of businesses and by incentivizing new commercial and mixed-use developments in the area.

Hallandale Beach has been ranked as a Platinum City by the Greater Fort Lauderdale Alliance due, in part, to implemented business-friendly policies such as our streamlined permitting processes that leverage technology (online permit tracking) to expedite the permitting process while giving you transparency to see where your permit is in the review process. Hallandale Beach and the CRA are focused on ensuring that businesses have a first-rate experience when investing in our city. We will continue to work diligently to improve the CRA's overall business climate and market Hallandale Beach as an excellent location for business, shopping, dining, and entertainment.



19



Property Tax Reimbursement Program

This program is focused on eliminating functional obsolescence, removing deterioration, updating existing buildings, and encouraging new investment/development with an emphasis on enhancing the overall CRA, improving the quality of existing buildings, and attracting new construction.

The benefits of this program are not directly based on project costs. Rather, the benefits of this program are based on capital improvements on existing properties or the development cost of new buildings that result in a substantial increase of Ad Valorem Taxes (Property Taxes).

This program is a "grant" based on the reimbursement of real property Ad Valorem Taxes paid on the subject Property and shall only be disbursed upon verification that said payment has been made. A grant award will run for a maximum of five (5) years based on the following:



Neighborhood Amenity Incentive Program

Intended to accelerate the availability of desirable goods and services needed by residents, businesses, and employees in the CRA, this program provides a grant based on the reimbursement of fees paid to the City of Hallandale Beach associated with the build-out of space and tenant improvements in preparation of occupancy by a Qualified Retail business.

The grant award is \$15,000 and is paid to the applicant on a reimbursement basis. Reimbursable fees include:

- Plan review fees;
- Building permits;
- Water meters/connection fees;
- Tap fees;
- Inspection fees; and
- Impact fees.



Powers

Monies in the Redevelopment Trust Fund may be expended as described in the CRA Plan for multiple purposes, including, but not limited to:

- Installation, construction, or reconstruction of streets, utilities, facilities, parks and playgrounds that further the objectives of the CRA Plan;
- The acquisition and disposition of real property in the CRA;
- The development of affordable housing within the CRA;
- The development of community policing innovations within the CRA;
- Professional services including redevelopment planning, surveys, and financial analysis as well as administrative and overhead expenses necessary or incidental to implementation of the CRA Plan;
- The repayment of principal and interest or any redemption premium for loans, advances, bonds, bond anticipation notes, and any other form of indebtedness.
- Professional services including redevelopment planning, surveys, and financial analysis as well as administrative and overhead expenses necessary or incidental to implementation of the CRA Plan.



Funding Source

The primary funding source available to the CRA consists of tax increment revenues. Tax increment revenues are a unique tool available to cities and counties for redevelopment activities and are used to leverage public funds to promote private sector activity in the targeted redevelopment area.

The taxable value of all real property in the redevelopment area is determined as of a fixed date, also known as the "base-year" value. The base-year value of the Hallandale Beach CRA totals \$378 million and is set forth in the Tax-Base table on page 7 and footnote 4 of the Tax-Increment Revenues section on page 10. Contributing taxing authorities continue to receive ad valorem tax revenues (a.k.a. property tax revenues) based on the base-year value. Revenues generated from the base-year value are available for general government purposes. However, ad valorem tax revenues from increases in real property value, referred to as "Tax Increment", are deposited into the CRA Trust Fund and dedicated to the redevelopment area. Tax increment has experienced strong growth over the CRA's life and totals \$15.3 million in FY 19/20 (please refer to the Tax-Increment Revenues table on page 10 for a 10-year history of tax increment revenues).

The taxing authorities which are obligated to make annual deposits into the CRA Trust Fund include the City of Hallandale Beach, Broward County, South Broward Hospital District, and the Children's Services Council.

The South Broward Hospital District pays tax increment revenues to the CRA Trust Fund in accordance with a pre-defined schedule set by Interlocal Agreement. All other contributing taxing authorities pay tax increment revenues pursuant to the calculation referenced above.

Tax increment paid to the CRA Trust Fund by the Children's Services Council is stipulated through Interlocal Agreement to be used solely for children's programs and services. Such programs and services shall be monitored for fiscal compliance and programmatic efficacy by the City and shall have measurable outcomes and indicators which quantify program impact. The City is to report the results of such monitoring and progress toward the meeting of such measurable objectives to the Children's Services Council annually by December 1st.

19



Commercial Low-Cost or No-Interest Loan Program

This program is designed to accelerate the expansion of existing businesses and the attraction of new start-up businesses in the CRA, with an emphasis on attracting the availability of new goods/services, creating job opportunities, and improving the quality of life in the CRA. The program guarantees a portion of the loan to reduce borrower equity requirements and/or reduce interest rates. It also subsidizes a portion of the monthly interest cost to provide a lower effective interest rate to the borrower.

A low-cost/no-interest loan program can be developed using just CRA funds. However, the program(s) would be more effective and have less administrative cost if CRA funds are used to leverage loans from commercial banks.

It is recommended that we partner with banks serving the City of Hallandale Beach that have "community lending" programs (banks have Community Reinvestment Act requirements for investing in local communities). The ideal solution would be to assemble a consortium of participating banks that will accept a CRA guarantee of (10%) of the principal to relax credit/equity criteria for a new business to qualify for a loan. Further, the CRA would provide an interest reimbursement to the banks to enable the borrower to pay at or below Prime Rate on borrowed funds. In effect, this would be a locally (CRA) sponsored SBA loan. In fact, staff has recently met with three banks located in the City that are members of the Hallandale Beach Chamber of Commerce and are actively working on the details of programs that would support this initiative.

This will help the Chamber of Commerce to meet their request for continued support by the City.

Eligible costs for this program are, generally, all costs directly associated with the opening of a new business or expanding business. The maximum loan amount for this program will not exceed \$200,000 subject to terms/conditions.

20



Performance Data (cont.)

CITY OF HALLANDALE BEACH, FLORIDA

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES (UNAUDITED)
GOVERNMENTAL FUNDS
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2019

	Community Redevelopment Agency
REVENUES	
Property taxes	\$ 8,458,791
Charges for services	30,705
Intergovernmental	6,357,544
Investment earnings	237,211
Grants	37,300
Other revenues	258,800
Total revenues	15,350,351
EXPENDITURES	
Personal services	729,551
Operating Expenditures	2,384,227
Programs	2,807,629
Capital outlay	197,442
Debt service	2,529,627
Total expenditures	8,648,476
Excess (deficiency) of revenues over (under) expenditures	6,701,875
OTHER FINANCING SOURCES (USES)	-
Net change in fund balances	6,701,875
FUND BALANCES (DEFICIT), BEGINNING OF YEAR	14,729,364
FUND BALANCES (DEFICIT), END OF YEAR	\$ 21,431,239

17



Accomplishments and Activity Status Updates (cont.)

Paint the Town Program

The CRA launched the Enhanced Paint Program Beautification Project officially known as "Paint the Town (PTT)". PTT is the only initiative of its kind in the State of Florida. Homes in need of painting are selected on various streets throughout the CRA as well as where the agency has constructed and sold an infill or modular home to an affordable housing buyer. The objective is to increase the overall appearance of the community and motivate other homeowners to take pride in maintaining their homes.

2019 Activity: 41 Homes painted; \$86,435 in assistance.



BEFORE



AFTER

18



Mileage Rates

The table below provides a 10-year summary of the operating millage rates levied by each Taxing Authority that make payments to the CRA Trust Fund.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES						
		A	B	C	D	A+B+C+D
TAX ROLL YEAR	FISCAL YEAR	CITY OF HALLANDALE BEACH	BROWARD COUNTY	SOUTH BROWARD HOSPITAL DISTRICT	CHILDREN'S SERVICES COUNCIL	TOTAL
2010	2011	5.9000	5.1021	1.2732	0.4696	12.7449
2011	2012	5.9000	5.1860	0.7500	0.4789	12.3149
2012	2013	5.6833	5.2576	0.6000	0.4902	12.0311
2013	2014	5.6833	5.4400	0.4000	0.4882	12.0115
2014	2015	5.1918	5.4584	0.1863	0.4882	11.3247
2015	2016	5.1918	5.4741	0.1737	0.4882	11.3278
2016	2017	5.1918	5.4474	0.1615	0.4882	11.2889
2017	2018	5.3093	5.4623	0.1496	0.4882	11.4094
2018	2019	6.3191	5.4792	0.1414	0.4882	12.4279
2019	2020	7.0000	5.4878	0.1260	0.4882	13.1020



16



Alternative State or Federal Local Match Program

The CRA may elect to provide local matching dollars as part of an overall job creation incentive to companies starting, relocating, or expanding in Hallandale Beach. The company would be required to meet all criteria set forth in any new State or Federal incentive program. A program of this nature could be targeted to the industrial area north of Hallandale Beach Boulevard and east of I-95.

Economic Inducements

Requests for economic inducements such as public facilities improvements and permitting facilitation shall be outlined in writing and submitted to the CRA for consideration. The CRA may conduct a Tax Revenue/Cost Analysis of the requested inducements to determine the economic impact to the CRA. The CRA Executive Director may request of The Greater Fort Lauderdale Alliance (or such other designated organization) additional information for inclusion in the analysis.

Fashion, Art and Design District Priority Area Incentives

The Fashion, Art and Design District (FADD) has been deemed a Priority Area (designation allows the CRA to create incentives that are specifically designed to implement the objectives outlined in the application) for the purposes of promoting the renovation of building facades, and encouraging the development of such uses including but not limited to:

- Microbreweries/ Wine Bars;
- Specialty Coffee shops;
- Trendy urban restaurants;
- Specialty Donut shops;
- Family oriented restaurants;
- Music Venues; and
- Art Galleries.

17

DEVELOPED AN ADA COMPLIANT WEBSITE FOR THE HBCRA



Hallandale Beach CRA BE Local Initiative (Buy and Eat Locally)



Promote Your Business FOR FREE!



Questions? Call Our Hotline M-F 9am - 5pm: 954-787-2055

CLIENT: CITY OF MIAMI GARDENS – ECONOMIC DEVELOPMENT CAMPAIGN

PROJECT: Economic Development Branding, Marketing and Outreach Campaign

DESCRIPTION OF WORK: Responsible for creating a branding and marketing campaign to leverage and position the City as an international destination and home of large-scale events including the Super Bowl 2020, Miami Open, Jazz in the Gardens and more. Our services include content creation, message development, graphic and web design, media planning, small- and large-scale printing, social media management, public relations, community partnership development and grassroots community outreach.

DURATION: October 2019 – Present

NUMBER OF FULL TIME STAFF PROVIDED: 3

CONTACT PERSON: Tamara Wadley, Public Affairs Director | 305-622-8000 ext. 2580 | twadley@miamigardens-fl.gov | City of Miami Gardens, 401 Clematis Street, Miami Gardens, Florida 33056

GEOGRAPHIC FOCUS: Miami Gardens, Miami-Dade County, Florida, National, International

RESULTS: created new brand campaign including logo, messaging, creative designs for all print and digital collateral, website development, promotional video production, print for signs, banners, flags, window/door wraps, posters, flyers, and brochures; coordinated media launch event/press conference, and coordinating digital advertising campaign.



Inlet Grove High School

Mosaic serves as the Agency of Record and provides all marketing and public relations services for the public charter school. Below are a few work samples of content and design translated into multiple languages.

A promotional poster for Inlet Grove High School's Student Orientations. On the left, a young woman with dark curly hair, wearing a white t-shirt with the school's logo, looks towards the right. The background is white with blue geometric shapes and a large, faint hurricane logo. The text is in blue and black, with a white box containing the date and times.

**INLET GROVE
HURRICANES**

STUDENT ORIENTATIONS

2020-21 SCHOOL YEAR

AUGUST 26, 2020

6:00 PM: SENIORS-12TH GRADE
7:00 PM: JUNIORS 11TH GRADE

VISIT WWW.INLETGROVEHS.COM FOR MORE INFORMATION

STUDENT ORIENTATIONS

2020-21 SCHOOL YEAR



Dear Inlet Grove Family,

I hope this message finds you healthy and safe. I know that this school year is going to be challenging but I am a firm believer that necessity is the catalyst for creativity and innovation. I know that our students and faculty are very creative which is exactly what we need during these challenging times. I believe that our creativity will help us find innovative solutions to whatever problems we encounter. With that being said, we are excited for this new school year. We are going to have virtual grade level orientations the following dates:

AUG. 26 @ 6PM: Seniors- 12th Grade

<https://meet.google.com/gkj-ccak-noj>

AUG. 26 @ 7PM: Juniors- 11th Grade

<https://meet.google.com/sdg-oqmo-oqy>

AUG. 27 @ 6PM: Sophomores- 10th Grade (Last Name A-L)

<https://meet.google.com/hmf-kxao-eie>

AUG. 27 @ 6:30PM: Sophomores- 10th Grade (Last Name M-Z)

<https://meet.google.com/znz-hurh-jum>

AUG. 27 @ 7:00PM: Freshman- 9th Grade (Last Name A-L)

<https://meet.google.com/anq-fouj-ukj>

AUG. 27 @ 7:30PM: Freshman- 9th Grade (Last Name M-Z)

<https://meet.google.com/fia-onvh-jqh>

Please go to our website www.inletgrovehs.com, and click on student orientations. Here you will find the google meet link pertaining to your specific virtual grade level orientation.

Additionally, I would also recommend that you invest in purchasing a laptop computer or a PC. This will be an essential tool to aid in your child's academic success going forward. Visit www.inletgrovehs.com, click on student orientations then Laptop Spec to find the minimum requirements for each career. You can also find this information on our Inlet Grove App. If you do not have a computer at home you will be able to borrow a Chromebook from Inlet Grove Community High School just submit the Chromebook request form attached.

<https://forms.gle/QForAf6nWkkmbT8>

Remember that we are all in this together. Go Canes!

VISIT WWW.INLETGROVEHS.COM | CLICK STUDENT ORIENTATIONS



ORYANTASYON ELÈV YO

2020-21 SCHOOL YEAR

Chè Fanmi Inlet Grove,

Mwen espere ke mesaj sa a jwenn ou an sante ak an sekirite. Mwen konnen ane lekòl sa a pral difisil men mwen se yon kwayan fèm ke nesesite se katalis pou kreyativite ak inovasyon. Mwen konnen ke elèv nou yo ak fakilte yo trè kreyatif ki se egzakteman sa nou bezwen pandan moman difisil sa yo. Mwen kwè kreyativite nou an ap ede nou jwenn solisyon inovatif pou kèlkeswa pwoblèm nou rankontre. Nou pral gen oryantasyon klas vityèl dat dat sa yo:

MÈKREDI 26 OUT A 6:00 PM Senior yo ap gen oryantasyon vityèl nivo klas yo.

MÈKREDI 26 OUT A 7:00 PM Juniors ap gen oryantasyon nivo klas yo

JEDI 27 OUT 6:00 PM Oryantasyon Sophomore ap kòmanse pou elèv ki **gen siyati A-L**

JEDI 27 OUT 6:30 PM Oryantasyon Sophomore ap kòmanse pou elèv ki **gen siyati M - Z**

JEDI 27 OUT 7:00 PM Oryantasyon premye ane yo ap kòmanse pou elèv ki **gen siyati A - L**

JEDI 27 OUT 7:30 PM Freshman oryantasyon ap kòmanse pou elèv ki **gen siyati M - Z**

Tanpri ale nan sit entènèt nou an www.inletgrovehs.com, epi klike sou oryantasyon elèv yo. La a ou pral jwenn lyen ki satisfè Google ki gen rapò ak espesifik oryantasyon klas vityèl ou. Anplis de sa, mwen ta rekòmande tou ke ou envesti nan achte yon òdinatè pòtab oswa yon PC. Sa a pral yon zouti esansyèl pou ede nan siksè akademik pitit ou a ap mache pi devan. Vizite www.inletgrovehs.com, klike sou oryantasyon elèv. Lè sa a, Laptop Spec jwenn kondisyon minimòm yo pou chak karyè. Ou ka jwenn enfòmasyon sa a tou sou Inlet Grove App nou an. Si ou pa gen yon òdinatè lakay ou, ou pral kapab prete yon Chromebook nan Inlet Grove Community High School jis soumèt fòm nan demann Chromebook tache.

<https://forms.gle/QForAfpf6nWkkmbT8>

Sonje byen ke nou tout la ansanm. Go Canes!

VISIT WWW.INLETGROVEHS.COM | CLICK STUDENT ORIENTATIONS



ORIENTACIONES PARA ESTUDIANTES

2020-21 SCHOOL YEAR

Estimada familia de Inlet Grove:

Espero que este mensaje lo encuentre sano y seguro. Sé que este año escolar va a ser un desafío, pero creo firmemente que la necesidad es el catalizador de la creatividad y la innovación. Sé que nuestros estudiantes y profesores son muy creativos, que es exactamente lo que necesitamos durante estos tiempos desafiantes. Creo que nuestra creatividad nos ayudará a encontrar soluciones innovadoras a cualquier problema que encontremos. Dicho esto, estamos emocionados por este nuevo año escolar. Tendremos orientaciones virtuales de nivel de grado en las siguientes fechas:

MIÉRCOLES 26 DE AGOSTO A LAS 6:00 PM Los estudiantes del último año tendrán su orientación virtual de nivel de grado.

MIÉRCOLES 26 DE AGOSTO A LAS 7:00 PM Los estudiantes del tercer año tendrán su orientación de nivel de grado

JUEVES 27 DE AGOSTO A LAS 6:00 PM La orientación para estudiantes de segundo año comenzará para estudiantes **con apellido A-L**

JUEVES 27 DE AGOSTO A LAS 6:30 PM La orientación para estudiantes de segundo año comenzará para estudiantes **con apellido M - Z**

JUEVES 27 DE AGOSTO A LAS 7:00 PM La orientación para estudiantes de primer año comenzará para los estudiantes **con apellido A - L**

JUEVES 27 DE AGOSTO A LAS 7:30 PM La orientación para estudiantes de primer año comenzará para estudiantes **con apellido M - Z**

Vaya a nuestro sitio web www.inletgrovehs.com y haga clic en Orientaciones para estudiantes. Aquí encontrará el enlace de reunión de Google relacionado con su orientación de nivel de grado virtual específico.

Además, también le recomendaría que invierta en la compra de una computadora portátil o una PC. Esta será una herramienta esencial para ayudar al éxito académico de su hijo en el futuro. Visite www.inletgrovehs.com, haga clic en Orientaciones para estudiantes y luego en Especificaciones para portátiles para encontrar los requisitos mínimos para cada carrera. También puede encontrar esta información en nuestra aplicación Inlet Grove. Si no tiene una computadora en casa, podrá pedir prestada un Chromebook a Inlet Grove Community High School. Simplemente envíe el formulario de solicitud de Chromebook adjunto.

<https://forms.gle/QForAfp6nWkmbT8>

Recuerde que estamos todos juntos en esto. ¡Vamos huracanes!

VISIT WWW.INLETGROVEHS.COM | CLICK STUDENT ORIENTATIONS

Inlet Grove Community High School
Office of Admissions
600 West 28th Street
Riviera Beach, FL 33404

Accelerate Your Child's Academic Career at
Inlet Grove Community
High School

Apply Online! | www.inletgrovehs.com

Your child may be eligible to
skip the 8th grade...

...and begin 9th grade for the 2020-2021 school
year at **Inlet Grove Community High School.**



Accelerate Your Child's Academic Career

Space is limited! Learn more and apply now at www.inletgrovehs.com or call (561) 881-4601 for more information.



An **"A"** Rated High Performing Charter School
EST. 2003 | Celebrating 17 Years of Quality Education!

Estimados Padres o Guardianes,

¡Queremos informarle sobre una oportunidad emocionante para acelerar la carrera académica de su hijo/a! Si su hijo/a es un estudiante de secundaria de alto rendimiento de séptimo grado, puede ser elegible para saltarse el octavo grado y comenzar el noveno grado en el año escolar 2020-2021 en la escuela secundaria de Inlet Grove Community High School. Este programa permite a los estudiantes que buscan un desafío mayor avanzar sus metas educativas a largo plazo a un ritmo acelerado. Este año marca el 17º año de este programa muy emocionante para estudiantes altamente motivados.

Inlet Grove Community High School es una escuela autónoma con calificación "A" y de alto rendimiento. Nuestra tasa de éxito de aceleración es del 97% y es la primera en el condado de Palm Beach debido a nuestro enfoque en la preparación universitaria y profesional. Nuestra tasa de graduación es del 92% y supera el promedio del distrito escolar y del estado. Las trayectorias académicas de nuestros estudiantes incluyen un S.T.E.M. plan de estudios, cursos de colocación avanzada, inscripción doble, admisión temprana y la opción de graduación temprana. Durante la pandemia de COVID-19, nuestros estudiantes hicieron una transición perfecta al aprendizaje a distancia. Esto fue posible gracias a nuestros maestros innovadores que ya utilizaban la plataforma Google Classroom antes de esta crisis. Nuestro horario 4X4 también ayudó en la transición sin problemas, permitiendo a los estudiantes completar seis créditos de escuela secundaria antes del aprendizaje a distancia obligatorio. ¡Nuestras Academias de Elección de Carrera no tienen excepción ! Los estudiantes pueden obtener certificaciones profesionales y créditos universitarios de los siguientes programas mejor clasificados:

- | | | | |
|-------------------------------------|-------------------------|------------------|--|
| ● Pre- Medicina | ● Derecho | ● Biotecnología | ● Artes Culinarias |
| ● Enfermería Práctica | ● Diseño Web | ● Periodismo | ● Tecnología Marina y Ciencias Marinas |
| ● Pre-Arquitectura / Pre-Ingeniería | ● Producción Televisiva | ● Diseño Digital | |

Solicite ahora para asegurar la participación de su hijo/hija en www.inletgrovehs.com. También lo invitamos a unirse con nosotros para nuestra Casa Abierta Virtual el martes 26 de mayo de 2020, de 6:00 p.m. a 7:30 p.m.

Chè paran oswa/ gadyen legal,

Nou vle enfòm w de yon opòtinite ki eksiste pou akselere karyè akademik pitit gason / pitit fi ou a! Si pitit ou a se yon elèv lekòl segondè entèmedyè 7yèm ane, li ka kalifye pou sote klas 8yèm ane a epi kòmanse gyèm ane pou ane lekòl 2020-2021 nan Inlet Grove Community High School. Pwogram sa a pèmèt elèv k ap chèche yon pi gwo defi pou avanse objektif edikasyon alontèm yo a yon vitès akselere. Ane sa a make 17yèm ane pwogram trè enteresan sa a pou elèv ki motive anpil.

Inlet Grove Community High School se yon lekòl endepandan leta apwouve ak yon pèfòmans segondè. siksè akselerasyon nou an se 97% epi premye nan rejyon Palm Beach akòz konsantrasyon nou sou preparasyon pou kolèj ak karyè. gradyasyon nou an se 92% epi li depase mwayèn lekòl Distri ak eta a. Chemen akademik elèv nou yo gen ladan yon S.T.E.M. kourikoulòm, kou Plasman Avanse, Enskripsyon Doub, Admisyon Bonè, ak opsyon pou Gradyasyon Bonè. Pandan pandemi COVID-19, elèv nou yo te fè yon tranzisyon san pwoblèm pou aprann distans. Sa a te fè posib pa pwofesè inovatè nou an ki deja itilize platfòm nan salklas Google anvan kriz sa a. Orè 4X4 nou an tou ede nan tranzisyon an lis, sa ki pèmèt elèv yo ranpli sis kredi lekòl segondè anvan yo obligatwa aprantisaj distans. Akademi chwa karyè nou yo pa gen okenn bar! Elèv yo kapab resevwa sètifikasyon karyè ak kredi kolèj nan pwogram sa yo ki pi wo klase:

- | | | | |
|--------------------------|-------------------------|------------------|----------------------------------|
| ● Pre-medikal | ● Pre-Lwa | ● Biyoteknoloji | ● Art kuizin |
| ● Enfimyè Pratik | ● Web Design | ● Jounalis | ● Teknoloji Marin ak Syans Marin |
| ● Pre-Achitèk / Pre-Jeni | ● Pwodiksyon televizyon | ● Digital Design | |

Aplike kounye a an sekirite pitit ou/pitit fi patisipasyon an nan www.inletgrovehs.com. Nou envite ou tou pou rantre nan nou pou Vityel pot louvri nou an Madi, 26 me, 2020, 6:00 pm-7:30 pm.

Dear Parent or Guardian,

We want to inform you of an exciting opportunity to accelerate your son/daughter's academic career! If your child is a high performing 7th-grade middle school student, he or she may be eligible to skip the 8th grade and begin 9th grade for the 2020-2021 school year at Inlet Grove Community High School. This program allows students seeking a greater challenge to advance their long term educational goals at an accelerated rate. This year marks the 17th year of this very exciting program for highly motivated students.

Inlet Grove Community High School is an "A" Rated and High Performing charter school. Our Acceleration Success Rate is 97% and is first in Palm Beach County due to our focus on college and career preparation. Our graduation rate is 92% and outperforms the School District and state averages. Our students' academic pathways include a S.T.E.M. curriculum, Advanced Placement courses, Dual Enrollment, Early Admission, and the option for Early Graduation. During the COVID-19 pandemic, our students made a seamless transition to distance learning. This was made possible by our innovative teachers that already utilized the Google Classroom platform prior to this crisis. Our 4X4 schedule also assisted in the smooth transition, allowing students to complete six high school credits prior to mandatory distance learning.

Our Career Choice Academies are bar none! Students are able to earn career certifications and college credits from the following top-ranked programs:

- Pre-Medical
- Practical Nursing
- Pre-Architecture / Pre-Engineering
- Pre-Law
- Web Design
- Television Production
- Biotechnology
- Journalism
- Digital Design
- Culinary Arts
- Marine Technology & Marine Science

Inlet Grove is a small, family-oriented school, with less than 800 students on our historic campus. We are a tuition-free public charter school, and transportation is provided through the Palm Beach County School District Choice Programs, at no cost. Please visit our website at www.inletgrovehs.com to see all the available opportunities. We encourage you to apply online today for the upcoming 2020-2021 school year. There are only 250 openings for incoming 9th graders, and we are currently reviewing and accepting applications. Inlet Grove understands that it is important to have siblings in the same school; therefore, additional applications are accepted for grades 10th through 12th. Apply now to secure your son/daughter's participation. We also invite you to join us for our Virtual Open House on Tuesday, May 26, 2020, 6:00pm-7:30pm. Our career academy and academic advisors will be available to answer your questions and share information about our programs, student life at IGHS, and our application process. You may register online at www.inletgrovehs.com.

Please contact me if you have any questions regarding our programs. We look forward to providing your child with a high-quality educational experience.

Sincerely,

Emma T. Banks Ed.D.
Founder

Francisco Lopez M.Ed.
Principal

www.inletgrovehs.com

Accelerate your child's academic career!

Is your child a high performing 7th-grade middle school student?

Your child may be eligible to skip the 8th grade...

...and begin 9th grade for the 2020-2021 school year at Inlet Grove Community High School.

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Rated High Performing Charter School

Top Ranked
Career Choice Academies

97%
Acceleration Success Rate (ranked 1st in Palm Beach County for college & career preparation)

92%
Graduation Rate

Early Admission and Early Graduation Options

Alumni Students in the **NFL**

STEM
Program ranked in Top 4% in Science Achievement

Advanced
Placement Courses

Dual Enrollment

Clubs Organizations Sports

Space is limited! Learn more and apply now at www.inletgrovehs.com or call (561) 881-4601 for more information

Join us for our Virtual Open House
Wednesday, May 26, 2020 | 6 - 7:30 PM
Register Online or Call (561) 881-4601 for more information

DIGITAL MARKETING

The Mosaic Group provides digital marketing services including content development for social media – organic and paid ads, email marketing, and google ad words, and other digital media platforms. We also provide the graphic design and creative direction for digital campaigns. Our team works with the client to plan and develop a content and social/digital media calendar to ensure effectiveness and efficiency. Below you will find project samples for clients including the City of Riviera Beach CRA, Hallandale Beach CRA and Southeast Overtown/Park West CRA.

We utilize Airtable, a program to manage our client’s social media content and calendar. This allows us to plan all content weeks and months in advance.

Hallandale Beach CRA Social Media Content Calendar Snapshot

<input type="checkbox"/>	A Headline	A Captions	Image
1	Why BE Local?	HBCRA presents BE local (Buy & Eat Locally). BE ...	
2	BE a Foodie Locally	Local food doesn't have to travel as far to arrive ...	
3	BE a Shopaholic locally	Reinvest in your community by shopping local! H...	
4	Rethinking Your Life: Want to start a busi...	The Hallandale Beach Community Redevelopmen...	
5	BE Loyal to Local	Eating and shopping within your community help...	
6	Rethinking Your Life: Want to start a busi...	The Hallandale Beach Community Redevelopmen...	
7	Basics of Starting your Own Business!	The Hallandale Beach Community Redevelopmen...	
8	Converting your Idea into a Business Mo...	The Hallandale Beach Community Redevelopmen...	
9	Marketing Your Business!	The Hallandale Beach Community Redevelopmen...	
10	SIGN YOUR BUSINESS UP TODAY!	HBCRA presents BE local (Buy & Eat Locally). BE ...	

United Way of Broward County Social Media Content Calendar Snapshot

airtable.com				
al Site	Miami Spice Months Official Site	United Way All White Party copy: Table 1 - Airtable	HBCRA/ Be Local + Social Media: Content produ	
United Way All White Party copy				HELP ?
SHARE				
Hide fields Filter Group Sort Color ...				
<input type="checkbox"/>	Topic/Content	Platform	Program	Publish
<input type="checkbox"/>	Early Bird/Holiday Specials (video)	Facebook, Instagram, Twi...	Event	12/17/2018
2	Expand record (space) of U Initiative with Holiday Special	Facebook, Instagram, Twi...	Event	12/20/2018
3	Celebrity Reveal	Facebook & Instagram	Event	1/2/2019
4	Celebrity promotes on their Social Media	Facebook, Instagram, Twi...	Event	1/4/2019
5	Spotlight a Sponsor	Facebook, Instagram, Twi...	Event	1/14/2019
6	Spotlight a Sponsor	Facebook, Instagram, Twi...	Event	1/18/2019
7	Photos from past event (Couples)	Facebook, Instagram, Twi...	Event	1/28/2019
8	Photos from past event (event highlights)	Facebook, Instagram, Twi...	Event	2/1/2019
9	Promo Video/Pre Valentines Day Sale "Reserve your tickets for that special so...	Facebook, Instagram, Twi...	Event	2/11/2019
10	Valentines Day post, "It's not too late to reserve your tickets for that special so...	Facebook, Instagram, Twi...	Event	2/14/2019
11	Post Targeting Males (Guys Night Out)	Facebook, Instagram, Twi...	Event	2/25/2019
12	Post Targeting Ladies (Girls Night Out)	Facebook, Instagram, Twi...	Event	3/1/2019
13	Celebrity promotes on their Social Media	Facebook, Instagram, Twi...	Event	3/5/2019
14	Spotlight the Cabana/Cigar Lounge	Facebook, Instagram, Twi...	Event	3/7/2019
15	Post Event Flyer	Facebook, Instagram, Twi...	Event	3/11/2019
16	Post Event Flyer "Two Weeks Away, Get your Tickets Now)	Facebook, Instagram, Twi...	Event	3/15/2019
21 records				

VIDEO PRODUCTION

The Mosaic Group provides video production services including script writing, video filming, and editing/postproduction services. Below you will find links to our various videos produced for clients.

Hallandale Beach CRA:

COVID-19 Business and Resident Assistance Relief Efforts: <https://youtu.be/s29PfcwEyF4>

Hallandale Beach Foodie Weekend Recap: <https://youtu.be/HE42HIX0Gc>

Food & Grove Restaurant Features:

Om'echaye Wellness & Fitness Center - <https://youtu.be/YYPBq8Wn08M>

Dosha Aryurveda Cafe & Juice Bar - <https://youtu.be/YYPBq8Wn08M>

Las Vegas Cuban Cuisine - <https://youtu.be/BS8ZX5VyVqY>

City of Miami Gardens:

SuperBowl City Promo:

<https://www.dropbox.com/s/bpdob9o7l7jaicx/Miami%20Gardens%20Promo%202%20Youtube.mp4?dl=0>

Fort Lauderdale CRA:

Fort Lauderdale Village District Breakfast - Fort Lauderdale CRA: <https://youtu.be/PyFuvsbXhio>

NPFCRA 2017 FINANCIAL SUMMIT - <https://youtu.be/z3lXn8oevnk>

Historic Sistrunk Brand Launch - <https://youtu.be/l0nj-aMJl04>

NPFCRA START Weekend 2017 - <https://youtu.be/8NQ-2linz-s>

Housing Authority of the City of Fort Lauderdale:

Agency Promo: <https://youtu.be/T6Q22Udsm8s>

Inlet Grove High School

Recruitment Video:

<https://www.dropbox.com/s/pon7mr8pzkd81u/Inlet%20Grove%20H264%20MAY%2026.mp4?dl=0>

EVENTS AND OUTREACH



The Mosaic Group provides events and outreach services and have demonstrated this in the about work samples.

CRISIS COMMUNICATION



The Mosaic Group provides Crisis Communications as needed to clients. We recently assisted the Hallandale Beach CRA wit their Rapid Response efforts to COVID-19. See Details below.

2020 FLORIDA REDEVELOPMENT ASSOCIATION ROY F. KENZIE AWARDS

Award Entry Category: Promotions

Hallandale Beach Community Redevelopment Agency
COVID-19 Rapid Response Initiatives

Submitted by
Hallandale Beach Community Redevelopment Agency
Jeremy Earle, Ph.D., AICP, FRA-RA | Assistant City Manager/CRA Executive Director
City of Hallandale Beach
400 South Federal Highway
Hallandale Beach, FL, 33009

Award Category: Promotion



Hallandale Beach CRA CORONAVIRUS RAPID RESPONSE INITIATIVE



Hallandale Beach Community Redevelopment Agency

COVID-19 Rapid Response Initiatives

In response to the COVID-19 pandemic, the HBCRA has developed an innovative and aggressive approach to providing relief for businesses and families including:

- Development of the Business Rapid Response Program
- \$500,000 Small Business Sustainability and Recovery Loan Program
- \$300,000 Residential Rental and Mortgage Assistance Program
- \$30,000 Senior Rental/Utility Assistance Program
- Creation of the Order-In promotional campaign for the sustainability of local restaurants
- Aggressive marketing of financial resources and information to the community
- Strategic partnerships with SCORE, the Urban League of Broward County, and the Hallandale Beach Chamber of Commerce
- Creation of a Banking and Lending Consortium

Program Details

Hallandale Beach Community Redevelopment Agency COVID-19 Rapid Response Initiatives

On March 9, 2020 the City of Hallandale Beach executed a declaration of emergency in response to the deadly Coronavirus/COVID-19 pandemic. Uncertain of the immediate and long-term impact the COVID-19 crisis would have on the local economy, businesses and residents, the HBCRA immediately assembled its Coronavirus Rapid Response team. The team immediately began outreach to local businesses, surveying their needs, providing updates about available resources, tips, and general information to keep them and their employees safe, healthy and informed.

Within the first few weeks of the pandemic, the HBCRA established a hotline for businesses to call in and receive information and reached out to thousands of local businesses within the community through phone calls, emails, and actual business visitations in order to hand deliver important materials that could help save their business. The team was committed to ensuring businesses could not only be safe, informed, and healthy during these uncertain times, but to also provide information regarding financial, or mentoring assistance.



Resource Website | www.cohbra.org.corona
Loan Website | www.cohbcra.org/loan

HBCRA Coronavirus Small Business Sustainability and Recovery Loan Program



BUSINESS EMPLOYMENT BRIDGE LOAN

- A forgivable bridge loan designed to work in conjunction with other federal and state programs in order to provide a direct cash incentive for small businesses to keep their workers on the payroll.
- Businesses are encouraged to rehire those that they may have previously laid off.
- Provides a bridge loan of up to \$50,000, and is available to qualified for-profit small businesses including, sole proprietors, partnerships, corporations, and limited liability companies, that as of March 9, 2020 had been in business within the CRA for at least one year.

EMERGENCY CASH INFUSION LOAN

- A partially forgivable bridge loan, designed to work in conjunction with other federal and state programs in order to provide a direct cash incentive for small businesses to help them through this challenging period associated with the Coronavirus pandemic.
- Provides funds up to \$15,000 and is available to qualified for-profit small businesses including, sole proprietors, partnerships, corporations, and limited liability companies, that as of March 9, 2020 had been in business within the CRA for at least one year.
- Qualified small business applicants must be an employer business with between 2 to 100 employees.



The Hollandale Beach CRA has allocated
\$500,000.00
to the Coronavirus Small Business
Sustainability & Recovery Loan Program

BUSINESS EMPLOYMENT BRIDGE LOAN

This loan program was designed to work in conjunction with other federal and state programs offering assistance to small businesses. The program offers a direct cash incentive that can assist small businesses with keeping their current employees and rehiring employees that may have been laid off due to the Coronavirus (COVID-19) Pandemic.

WWW.COHB CRA.ORG • (954) 787-2055

#HBCRAHERE4U

\$300,000 CORONAVIRUS RESIDENTIAL RENTAL AND MORTGAGE ASSISTANCE PROGRAM

Program Details

- \$300,000 Coronavirus Neighborhood and Housing Stabilization Program created to address the serious danger of the CRA (76% of the City) reverting to a slum and blighted condition if aggressive actions are not taken to stabilize the economy as well as housing.
- Program is designed to assist families unable to make rental, utility, and mortgage payments.
- Three separate grants, all of which are available only to those residents living within the Hallandale Beach Community Redevelopment Area (CRA) in accordance with Florida Statute 163 Part III.
- Applicants can only select one of the three programs.

\$30,000 SENIOR RENTAL/UTILITY ASSISTANCE PROGRAM

Program Details

- Assist struggling individuals (62 years old and older).
- Help low-income families facing eviction or utility shut-off.
- Families will have access to emergency financial assistance for paying rent and utility expenses.

PARTNERSHIPS

WORKFORCE AND SMALL BUSINESS DEVELOPMENT PARTNERSHIP WITH THE URBAN LEAGUE OF BROWARD COUNTY (ULBC)

The Hallandale Beach Community Redevelopment Agency (HBCRA) launched a new workforce and small business development partnership with the Urban League of Broward County (ULBC). The partnership kicked off on Thursday, April 30th at 11am with a Workforce & Small Business Webinar aimed to inform and connect residents and business owners in Hallandale Beach and northeast Broward County to the numerous resources including emergency assistance for rent, mortgage, utilities, small business funding, employment training, business technical assistance and more.

The HBCRA Board approved the \$111,792 ULBC Workforce & Small Business Development partnership on January 13, 2020. This partnership seeks to create a feeder system that ensures small business owners are connected to a deep labor talent pool and equipped with knowledge and resources to help their companies flourish. The goal of ULBC's Workforce and Small Business Development Program is to provide employers with a skilled and trained workforce while building Hallandale Beach as one of the best cities to start, develop and expand a business.



The Hallandale Beach Community Redevelopment Agency in Conjunction with The Urban League of Broward County Present

Small Business & Workforce Development Webinar

Have Your Questions Answered by Industry Experts!

Join our round table discussion and learn more about resources available to small businesses and unemployed individuals during the COVID-19 crisis.

This webinar will be facilitated by:

Our Panel of Experts

City of Hallandale Beach

- Dr. Jeremy Earle-Assistant City Manager/CRA Executive Director

Urban League of Broward County

- Courtnee M. Biscardi, MPA- Executive Vice President
- Mark Reyes, MBA- VP of Program Impact
- Bryan Cunningham, Small Business Development Officer
- Pam Stewart, Small Business Lending Officer
- Vanessa Hill, Jobs & Training Division Manager
- Joy Clark Newkirk, MSW- Director of Programs

**Thursday
APRIL
30
@11AM**

RSVP TODAY

www.cohbcra.org

PARTNERSHIPS

WORKFORCE AND SMALL BUSINESS DEVELOPMENT PARTNERSHIP WITH SCORE BROWARD

HBCRA Partnered with **SCORE** to provide business assistance training and mentorship.

Several Virtual **Business Survival Workshops** were held for businesses.

Post Seminar Tools:

<https://cohbcra.org/2020/04/10/business-survival-material-apr9/>



The Hallandale Beach Community Redevelopment Agency in Conjunction with SCORE Present

Business Survival

Practical Marketing, Human Resources, and Financial Management Tips.

WEBINAR

Thursday
APRIL
9
@2PM

The Hallandale Beach Community Redevelopment Agency in conjunction with SCORE and their experienced SCORE Mentors, will provide strategies and tactics for business survival and recovery from the Coronavirus pandemic. Takeaways will include actionable marketing, financial and human resources advice. Dr. Jeremy Earle, Assistant City Manager and CRA Executive Director for Hallandale Beach, will open the webinar with support information from the City.

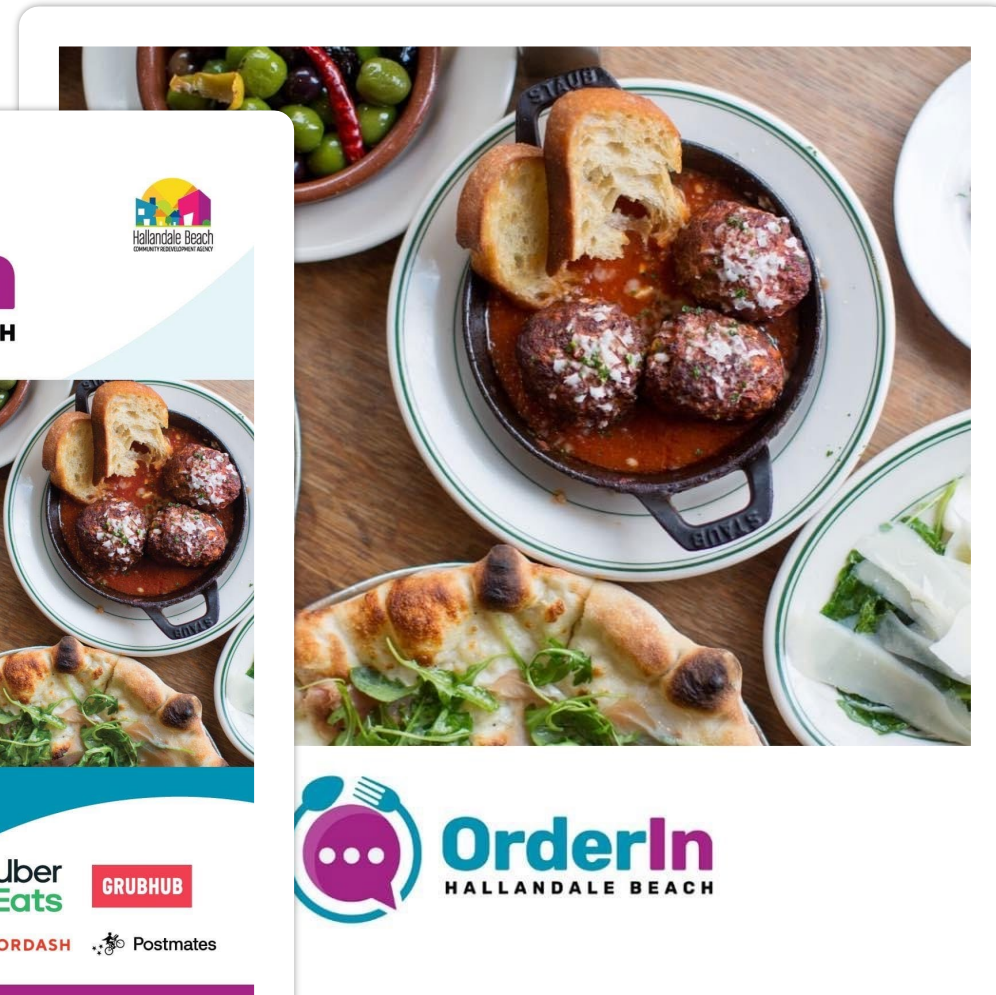
RSVP TODAY
[www.cohbcra.org](https://cohbcra.org)

  | Broward

Order In Hallandale Beach Campaign

Campaign Details

HBCRA created Hallandale's Order-In Hallandale Beach promotional campaign to assist local restaurants during the crisis. Restaurants were able to set up deliver mechanisms and residents were encouraged to order food from the participating restaurants.



Senior Shopping Hour Campaign

Campaign Details

HBCRA assisted in the promotion of **Senior Shopping Hours** at local retailers



The graphic features two Hallandale Beach Community Redevelopment Agency logos at the top. Below them is the text "CORONAVIRUS (COVID-19) UPDATE" in purple. A blue arrow-shaped box contains the text "SENIOR SHOPPING HOUR!" in white, with "Will be available at the following locations:" in smaller white text below it. Underneath the arrow is the text "Stores Open To Seniors & Vulnerable Populations" in blue. At the bottom, there are ten retailer logos arranged in two rows: Winn-Dixie, The Fresh Market, Whole Foods Market, Publix, Walmart, Target, Dollar General, Walgreens, Family Dollar, and Sedano's.

Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

CORONAVIRUS (COVID-19) UPDATE

SENIOR SHOPPING HOUR!
Will be available at the following locations:

Stores Open To Seniors & Vulnerable Populations

Winn-Dixie THE FRESH MARKET WHOLE FOODS MARKET Publix Walmart

TARGET DOLLAR GENERAL Walgreens FAMILY DOLLAR Sedano's

RESOURCES

BUSINESS SURVIVAL TIP

HBCRA created and distributed various resources to local businesses that provided business survival tools.

COVID-19 HOTLINE

HBCRA created A COVID-19 HOTLINE to answer pressing questions about city initiatives & resources.

CALL (954) 787-2055 TO BE CONNECTED TO WEALTH OF FUNDING OPTIONS, SPECIAL PROGRAMS, TRAINING OPPORTUNITIES, AND OTHER CONNECTIONS.



20 STEPS TO HELP YOUR BUSINESS DEAL WITH CORONAVIRUS (COVID-19)



The Hallandale Beach Community Redevelopment Agency (HBCRA) and the City of Hallandale Beach present the following recommendations to help the City's businesses weather any potential slowdown caused by the outbreak of the Coronavirus. The 20 steps are offered as a way to ensure that our local businesses remain Clean, Safe and Informed.

Each step should be evaluated solely within the context of the requirements and needs of each business. Businesses should continue to check the Center for Disease Control (CDC) Website [here](https://www.cdc.gov/coronavirus/2019-ncov/index.html) or further information regarding the Coronavirus. You can also [click here](https://www.cityofhallandalebeach.com) to visit the City of Hallandale Beach's website for more information.

- 1 Employers should establish firm requirements that any sick employees not enter the workplace in order to protect their fellow employees and other members of the public.
 - 2 The CDC recommends that employees who become sick upon arrival or during the workday should be separated from other employees and sent home immediately.
 - 3 Emphasize appropriate respiratory etiquette (contain coughs and sneezes) and emphasize frequent hand washing by all employees.
 - 4 Establish policies and practices to increase the physical distance among employees and between employees and members of the public — social distancing — to reduce the spread of the virus.
 - 5 Communicate openly about the status of business operations, what protective measures you've
 - 7 Greet without shaking hands for the near future.
 - 8 Perform frequent environmental cleaning of the workplace, especially surfaces that are frequently touched in common areas.
 - 9 Install alcohol-based hand sanitizer stations.
 - 10 Cross train staff on essential functions to ensure business continuity while any key employees may be unavailable.
 - 11 If possible, businesses such as restaurants should partner with food delivery businesses that can deliver directly to consumers.
 - 12 Make available video conferencing software and phone bridges for virtual meetings rather than relying on in-person group meetings.
 - 13 Prepare your IT systems to support telecommuting, which typically creates a more efficient business
 - 16 Consider changing workflow to sharing documents in the cloud, so collaboration is still possible with many remote employees. Ensure you have good security protocols in place for sensitive documents or work streams.
 - 17 Move email to the cloud, rather than hosting it on servers at the office. This is more related to other types of disasters that might disrupt IT systems, but is a best practice.
 - 18 Diversify supply chains to become less dependent on individual suppliers from territories that may be at greater risk of impacts from COVID 19, if your operation depends on such supply chains.
 - 19 Review and update business insurance policy information in order to understand what is covered and not covered during an extended incident.
 - 20 Plan now for lines of credit / capital, in case working capital and cash flows become impacted by a reduction in consumer demand or a delay in ability to fulfill product or service orders. U.S. Small Business Administration (SBA) is in the process of making SBA disaster loans available to businesses (decision pending Friday, March 13), and pending the outcome of H.R.6040 the interest rate may decrease to zero.
- 15 Consider moving your phone system and voicemail to the cloud; it is easier to retrieve messages from home and setup call forwarding.

Resources: <https://www.cohb.org/corona> | <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>

RESOURCES

COVID-19 Business Survival Toolkit

HBCRA created this toolkit which provided guidance on steps that businesses could take to mitigate some of the effects of the Coronavirus, potential resources at the Federal and State level that businesses could access in order to receive financial assistance. This information was emailed to over 2,000 business within the community via email from the CRA and the Hallandale Beach Chamber of Commerce, posters and packages dropped off to businesses by the CRA staff, directly mailed to businesses, and posted on the CRA website and social media channels.



Resources

HBCRA provided resource information to Hallandale Beach, Tenants, Landlords, & Homeowners.



MORTGAGE FORECLOSURE & EVICTION RELIEF

WHAT LANDLORDS, TENANTS, & HOMEOWNERS SHOULD KNOW



COVID19 UPDATE



MORTGAGE FORECLOSURE AND EVICTION RELIEF

WHAT LANDLORDS, TENANTS, & HOMEOWNERS SHOULD KNOW

FIND MORE INFORMATION AT COHBCRA.ORG • 954-787-2055

FEDERAL CARES Act Eviction Moratorium



Congress passed the CARES Act to address the COVID-19 crisis. As of March 27, 2020, tenants living in federally subsidized housing or if the landlord has a federally backed mortgage loan (FHA, VA, Fannie Mae, Freddie Mac, etc.) are protected from eviction and foreclosure. What does the moratorium do?

1. Prevents landlords from filing evictions for non-payment of rent or charge late fee for the next 120 days (through July 25, 2020).
2. After the moratorium lifts, and if rent is still outstanding, landlord must give tenants a 30-day notice to pay outstanding rent before filing an eviction.
3. Provides homeowners with foreclosure protection for federally backed loans such as loan provided by Fannie Mae/Freddie Mae (GSE), Federal Housing Administration (FHA), Veteran's Administration (VA), and Dept. of Agriculture/Rural Housing Service (RHS). For information on the loan type call your lender.

It does not cover cases filed before the moratorium, evictions based on other reasons besides non-payment of rent, or non-covered tenancies. For more information about CARES Act Eviction Moratorium, visit www.nhlp.org

SINGLE FAMILY HOMES	MULTI-FAMILY MORTGAGES
Mortgage forbearance for 180 days with possibility for an additional 180 days.	Mortgage forbearance for 30 days with possibility for an additional two 30-day periods.
Lenders cannot charge additional fees, penalties, or interest outside the normal term on either dwelling.	
Lenders cannot move for foreclosure or order sale or execute a foreclosure sale for 60 days starting March 18, 2020.	

SOURCE: Yale School of Management

FIND MORE INFORMATION AT COHBCRA.ORG • 954-787-2055

Collateral Material

HBCRA mailed & delivered a brochure displaying resources available to small business owners.



SBA Disaster Loan Virtual Office Hours

Monday - Friday
9:00 A.M. - 5:00 P.M.

Skype: <https://meet.lync.com/soa123/aaharris/051GVC17>
Phone: (202) 765 1264
Conference ID: 162817288

SBA Disaster Loan Virtual Office Hours in SPANISH

Monday - Friday
1:00 pm - 3:00 pm

Skype: <https://meet.hyku.com/jaa123/aal-harris/ZVB7-F6N>
Phone: (707) 765-1754
Conference ID: 812319792

Limited to 250 callers at one time. Participants may call at any time and are welcome to enter and exit at will. Callers will be muted upon entry and will be taken in the order they are received.



**KNOW BEFORE YOU CLOSE
KEEP YOUR BUSINESS, KEEP YOUR EMPLOYEES**

WITH THESE STATE AND FEDERAL EMERGENCY
LOANS & ASSISTANCE PROGRAMS



STATE OF FLORIDA EMERGENCY FUNDING

Florida Small Business Emergency Bridge Loan Program

The Florida Small Business Emergency Bridge Loan Program provides short-term, interest-free loans to businesses impacted by COVID-19. Administered by the Florida Department of Economic Opportunity (FDEO) in partnership with the Florida SBCU Network and Florida First Capital Finance Corporation (FF-C), the bridge loan program is a short-term, interest-free loan program designed to help businesses bridge the gap between the time damage is incurred and when a business secures the financial resources, including payment of insurance claims or longer-term U.S. Small Business Administration loans.



Eligibility

1. Qualified for-profit, **privately held small businesses** that **maintain a place of business in the state of Florida**. All qualified applicants must have been established prior to March 9, 2020.
2. The business applicant **must demonstrate** that the business has suffered a **significant economic injury** and **unable to pay current ordinary and necessary operating expenses** as a result of COVID-19.
3. Qualified small business applicants **must be an employer business with 2 to 100 employees** *For purposes of this eligibility requirement a minimum of two employees means the aggregate number of full-time employees, "1099 employees" (i.e. independent contractors), and leased employees)*



Loan Details

- 1. Amount:** Up to \$50,000 per eligible small business. Loans of up to \$100,000 may be made in special cases as warranted by the need of the eligible small business.
- 2. Term:** 1 year.
- 3. Limitation:** Only one loan may be made per eligible business. All previous bridge loans received MUST be paid in full.
- 4. Interest Rate:** Loans will be interest free for the loan term (1 year). The interest rate will be 12% per annum on the unpaid balance of the loan. Until the loan balance is repaid in full, the loan default is subject to a normal commercial collection process.
- 5. Application Period:** Applications will be accepted by qualified Florida small businesses under this program through May 8, 2020, contingent on the availability of funds.

APPLY ONLINE:
www.floridadisaster.com.org

For questions and assistance completing the application, please contact the Florida Department of Economic Opportunity.

EMAIL FloridaBusiness canFind@idec.tyflorida.com
TOLL-FREE (833) 832-4494

Economic Injury Disaster Loan (EIDL) \$10,000 Emergency Grant Cash Advance

The CAPS Act creates a new \$10 billion grant program, leveraging SBA's Office of Small Business Assistance in rural areas, to provide small businesses with quick, much-needed capital.

အကျဉ်းချုပ်

- Private nonprofit, organic/vegetar, small agricultural cooperatives
- Businesses, cooperatives, FSOPs, and tribal business concerns with 500 or fewer employees/independent contractors
- Sole proprietors (whether or not self-employed)

How it can be used

- Any of several purchase under the EIO program
- Provide said sick leave, maintain payroll, and meet increased costs
- Make rent or mortgage payments, and repaying unmet obligations.

HOW TO APPLY FOR THE SBA DISASTER LOANS

- VISIT www.pdas.com
- CALL toll free number 1-800-696-2555
- EMAIL pdas@pdas.com

Available to take phone calls and answer questions 1/17

Business can get an EIDL and a Paycheck Protection Program

- [illegible]

How the process works

© 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 101–108

they don't pay for the same expenses. However, be sure to check with your financial adviser or broker before taking out a type of loan if you are not sure of the specifics.

Social Media Graphics



OUR COMMITMENT TO OUR LOCAL BUSINESSES
Ensure You Remain Safe, Clean & Informed

Resources Available to Hallandale Beach Businesses Affected by Coronavirus Outbreak (COVID-19)

WWW.COHB.CRA.ORG • (954) 457-2228




State of Florida
Florida Department of Economic Opportunity (FDEO)
Short Time Compensation Program for Employees

The Short Time Compensation program helps employers retain their workforce in times of temporary slowdown by encouraging work sharing as an alternative to layoff.

The program permits prorated reemployment assistance benefits to employees whose work hours and earnings are reduced as part of a Short Time Compensation plan to avoid total layoff of some employees.

For eligibility requirements and how to apply visit www.connect.myflorida.com

WWW.COHB.CRA.ORG • (954) 457-2228




Local (continued)
Low Cost or No Interest Loan Program

We are retooling the program requirements and eligibility to assist those impacted by COVID-19. More information forthcoming.

The Low-cost or no interest loan program is designed to accelerate the expansion of existing businesses and the attraction of new start-up businesses in the CRA, with an emphasis on attracting the availability of new goods and services, creating job opportunities, and improving the quality of life in the CRA. The program guarantees a portion of the loan to reduce borrower equity requirements and/or reduce interest rates. It also subsidizes a portion of the monthly interest cost to provide a lower effective interest rate to the borrower.

For more information visit www.cohb.cra.org/corona

WWW.COHB.CRA.ORG • (954) 457-2228



Federal
Small Business Administration | SBA Disaster Assistance



The Small Business Administration (SBA) is offering low-interest federal disaster loans for working capital to Florida small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19). Small businesses, private non-profit organizations of any size, small agricultural cooperatives and small aquaculture enterprises that have been financially impacted as a direct result of the Coronavirus (COVID-19) since Jan. 31, 2020, may qualify for Economic Injury Disaster Loans of up to \$2 million to help meet financial obligations and operating expenses which could have been met had the disaster not occurred.

Applications can be found at disasterloan.sba.gov

Applicants may also call SBA's Customer Service Center at (800) 659-2955 or email disastercustomerservice@sba.gov


Individuals who are deaf or hard-of-hearing may call (800) 877-8339. Completed applications should be mailed to U.S. Small Business Administration, Processing and Disbursement Center, 14925 Kingsport Road, Fort Worth, TX 76155.

Presented by Hallandale Beach Community Redevelopment Agency and the City of Hallandale Beach

City of Hallandale Beach Begins First Phase of Reopening


WWW.COHB.CRA.ORG • (954) 457-2228



REOPENING - PHASE 1

The City of Hallandale Beach has begun to reopen slowly and carefully and has implemented a new emergency order that allows for limited activities at designated parks in Hallandale Beach. The parks will be open to public access on a **limited basis** commencing on April 30, 2020.

WWW.COHB.CRA.ORG • (954) 457-2228



REOPENING - PHASE 1

Designated Parks are:

- Joseph Scavo Park
- BF James Park
- Foster Park
- Foster Park Plaza
- Ingalls Park
- Peter Bluestein Park
- Hallandale Cemetery (family visitations only)

These parks shall be used only for passive use such as walking and jogging.

WWW.COHB.CRA.ORG • (954) 457-2228



REOPENING - PHASE 1

In addition, the opening and use of **pools and/or pool decks** may open at the discretion of:

- Multifamily housing developments
- Condominium developments
- Condominium hotels
- Single-family homeowner associations

All other recreational common areas, such as gyms, hot tubs, sauna rooms, are required to be **CLOSED** until further notice.

For more info, visit www.cohb.org

Landing Page



COVID-19 BUSINESS RESOURCES

CALL (954) 787-2055 HOTLINE AVAILABLE M-F 9AM TO 5PM

HOME ABOUT **COVID-19 BUSINESS RESOURCES** ECONOMIC DEVELOPMENT PROGRAMS PROJECTS NEWS CONTACT

CORONA VIRUS UPDATES

Through this health crisis, the Hallandale Beach CRA is committed to your safety, success, and resilience. Working closely with the City of Hallandale Beach and our state and federal partners, the CRA will connect you with funding and factual information resources as you plan for the future of your business beyond this unprecedented event.

CALL (954) 787-2055 TO BE CONNECTED TO WEALTH OF FUNDING OPTIONS, SPECIAL PROGRAMS, TRAINING OPPORTUNITIES, AND OTHER CONNECTIONS.

Stay home to stop the spread of Coronavirus.

Attention Restaurant Owners

RESTAURANTS OFFERING TAKE-OUT OR DELIVERY

20 STEPS TO HELP YOUR BUSINESS DEAL WITH CORONAVIRUS (COVID-19)

Sign your restaurant up for delivery or takeout during the Coronavirus (COVID-19) crisis. Click on the links below for sign-up information for each platform.

- UberEats >>
- GrubHub >>
- DoorDash >>
- Postmates >>

If you're a business and need help signing up for any of these services, [CLICK HERE](#) and we'll assist.

Business Assistance

SBA Disaster Assistance | PDF

SBA Disaster Assistance (Spanish) | PDF

Resources for Hallandale Beach Businesses | PDF

Online Learning Resources for the Legal Community | PDF

Know Before You Close

Business Survival Tools During COVID-19

Follow Up Material for Business Survival Webinar - April 9th

Small Business Assistance During COVID-19

Small Business Sustainability & Recovery Loan Program

Resident Assistance

Resources for Affected Employees | PDF

Resources for Affected Hallandale Beach Residents | PDF

Stores Open to Seniors & Vulnerable Populations

Mortgage & Eviction Relief | PDF

LATEST UPDATES & PRESS RELEASES

Press Release - HBCRA SBA COVID-19 Relief Survey | PDF

Press Release - Small Business Resources | PDF

COVID-19 Situation Report #2 - March 18th, 2020 | PDF

Important Phone Numbers to Call

STATE OF FLORIDA CORONAVIRUS INFORMATION HOTLINE:

1-866-779-6121

BROWARD COUNTY CORONAVIRUS CALL CENTER HOTLINE:

(954) 337-8080

HALLANDALE BEACH CITY HOTLINE:

(954) 457-1489

*Hallandale Beach employees are answering a Covid-19 hotline on a rotating basis.

*Use this number for information on coronavirus testing or to speak to a FLDOSH nurse 24/7.

AGING AND DISABILITY RESOURCE CENTER SENIOR HELP LINE:

(954) 741-9779

*Seniors may call this line for help with meals and other issues.

*Use this number if you are seeking medical attention due to being symptomatic, having travelled to one of the countries listed by the CDC on their advisory, or have been in close contact with someone who has travelled to one of these countries in the last fourteen days.

2-1-1 Broward

2-1-1 or (954) 327-0211

Regional Councilors are standing by to help if you just need someone to talk to.

City resource for information about our City operations during this emergency. The phone line is manned from 8 am to 6 pm Monday through Thursday.

UTILITIES PROVIDING RELIEF:

Comcast has suspended service disconnections and late fees for internet customers who contact the company and explain their economic hardship due to COVID-19. The company is also offering free Wi-Fi hotspots and waived data caps on usage. Comcast is also offering internet essential services free for the next two months to low-income families who qualify. Go to <https://www.xfinity.com/prepare>

TECO People's Gas has suspended disconnections through April.

Florida Power and Light continues to support electricity disconnection for failure to pay until further notice. Late fees of \$5 and a 1.5% penalty still apply.

AT&T won't terminate your wireless phone service, home phone or broadband service for residential or small business customers who can't pay their bill due to the coronavirus for 60 days. Late payments are being waived as well. If your child is enrolled in the National School Lunch Program or Head Start, AT&T is offering two months of free service if ordered before April 30. Details at www.att.com

BANK FEES WAIVED:

Citi is waiving monthly service fees and waiving penalties for early CD withdrawals. Forbearance programs and credit line increases are also available.

PNC has emergency hardship loans at low rates. It's also waiving or reducing fees associated with various loans, credit cards, mortgages, and other lending products.

Truist (SunTrust/Bank of America) is providing payment relief assistance on loans, personal credit cards, and business loans. ATM fees are waived, and the company is offering 5% cash back for grocery and pharmacy charges through April 15.

Wells Fargo has options to assist people with their mortgage. Small business owners can qualify for fee waivers, deferral payments, and other assistance.

Chase is allowing those financially impacted by the coronavirus to get fees waived and extended payments on mortgages, credit cards, and auto loans.

Bank of America is offering payment relief on a case by case basis.

Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Our mission is to enhance quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation and neighborhood revitalization.

ENTER YOUR EMAIL ADDRESS

SUBSCRIBE

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**HALLANDALE BEACH COMMUNITY
REDEVELOPMENT AGENCY
REQUEST FOR PROPOSALS
(RFP) # FY 2021-2022-CRA001
MARKETING, SOCIAL MEDIA, BRANDING,
PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES
Response Opening November 16, 2021 at 11:00AM**



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November 16, 2021