

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 **MULTI MEDIA MARKETING ASSOCIATES, INC.**, a Florida corporation (the "Consultant") having an address at 20841 Johnson Street, Suite 111, Pembroke Pines, Florida 33029.

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: Jose Luya
Multi Media Marketing Associates, Inc.
20841 Johnson Street
Pembroke Pines, Florida 33029
Telephone No. (954) 433-0988
Facsimile No. (954) 438-1472

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:

MULTI MEDIA MARKETING ASSOCIATES INC.,
a Florida corporation

By: 
Jose Luya
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



RFP #FY 2021-2022-CRA001

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

Due: November 16, 2021
at 11:00 AM



Presented to:
Genesis Cuevas, Senior Procurement Specialist

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

Email: gcuevas@cohb.org

Presented by:
Jose Luya, President / CEO

Multi Media Marketing Associates, Inc.
20841 Johnson Street, STE 111
Pembroke Pines, FL 33029
P: (954) 433-0988
Email: jose@multimediamktg.com
Web: www.multimediamktg.com
DUNS: 79-9647032
TIN: 65-0561379
CAGE: 1UHT3

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This document contains data that shall not be disclosed, duplicated, or used outside of the Government for any purpose other than to evaluate this proposal. This proposal is valid for a period of 90 days.

| TRANSMITTAL LETTER



November 15, 2021

Dear Ms. Cuevas:

Multi Media Marketing Associates, Inc. (Multi Media) is excited to present our proposal to the City of Hallandale Beach, Florida for Marketing, Social Media, Branding, Public Relations and Graphic Design Services. As a full-service multimedia design firm, we are confident that we have the depth of capabilities, range of resources, and experience to provide a best in class offering for the requirements outlined in RFP #FY 2021-2022-CRA001.

LOCAL, RELEVANT EXPERIENCE

Multi Media has been successfully serving the South Florida community for over 26 years, launching campaigns in English, Spanish and Creole. We possess a wealth of relevant outreach experience having worked with the City of Homestead, the City of Dania Beach, the City of Doral, the City of Cutler Bay, and the City of Oakland Park, to name a few. Our firm is proud of the marketing initiatives we have launched with our municipal customers and because we also support the Federal Government and national customers, we are able to offer our local clients high quality work with competitive pricing.

PROVEN TEAM

Multi Media has a proven bilingual team that brings unique marketing skillsets and experiences to our clients, including photography, videography, content creation, social media management, web design and development, graphic design, environmental design, and more. By hiring multimedia specialists to work for our firm, many of our team members wear multiple hats – allowing them to comprehensively deliver creative solutions that are in line with municipal objectives.

COMPREHENSIVE APPROACH

In order to encourage public engagement, we work hand-in-hand with our municipal customers to create a thorough and detailed approach prior to launching a new campaign or delivering a project. We encourage you to speak to our references, as we are confident that they'll attest to our ability to bring Hallandale Beach best practices, meaningful knowledge, and superior customer service to all that we do.

Best Regards,
Jose Luya, President / CEO

A handwritten signature in black ink, appearing to read "Jose Luya", with a stylized flourish at the end.

Multi Media Marketing Associates, Inc.
20841 Johnson Street, STE 111
Pembroke Pines, FL 33029
P: (954) 433-0988
Email: jose@multimediamktg.com

| EXECUTIVE SUMMARY

Multi Media Marketing Assoc., Inc. (Multi Media) is an award-winning, Small Business and GSA Contract Holder with over 26 years of operational experience delivering successful marketing and communications support services. Over the years, we've supported various Florida municipalities and Federal agencies such as the U.S. Army, the U.S. Air Force, the U.S. Navy, the U.S. Army Corps of Engineers, the Environmental Protection Agency, the U.S. Fish and Wildlife Service and more with marketing consulting, graphic design, video production, photography, web and interactive development, social medial management, and a variety of environmental and interpretive projects.



Headquartered in Pembroke Pines, Florida, Multi Media owns a 4,500 sq. ft. facility comprised of four (4) graphic design stations, four (4) HD video editing suites, two (2) web/interactive programming stations, and one (1) 3D animation suite. Our facility also has a 1,200 square foot production studio, a client-viewing lounge, a 10-seat conference room and four (4) administrative offices.



As a seasoned multimedia and creative firm, we routinely produce and deliver a wide range of communication solutions from simple brochures to complex branding campaigns for our South Florida customers. Most of all, Multi Media is a small business staffed with great people who work passionately, hand-in-hand, with our customers to ensure mission accomplishment at all times. Take a look at some of the "State of the City" videos we've produced for South Florida municipalities: <https://vimeopro.com/multimediamarketing/municipal>.

In-House Capabilities			
Marketing & Outreach	•	Branding	• Social & digital marketing
		Advertising	• Print production
		Graphic standards	• Direct mail
		Publication layout	• Consulting
Visual Information Services	•	Project management	• Print production
		Video/TV production	• Web & IT solutions
		Photography	• Presentation support
		Graphic design	• Audio/visual services
		Presentation support	
Public Relations & Communications	•	Strategic planning	• Social media
		Content development	• Stakeholder engagement
		Public awareness campaigns	• Event planning & support
		Press/media management	• Podcasts
Interpretive Planning	•	Exhibit design	• Kiosk development
		Interpretive development	• Environmental design

| MINIMUM QUALIFICATION REQUIREMENTS (MQRs)

MQR #1: Years in Business Sunbiz

- a. Multi Media Marketing Associates, Inc. is a corporation that has an "Active" status.
- b. The filed date for our firm is 02/13/1995.
- c. Below is a copy of our Sunbiz registration and on the following page is our State of Florida status.



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

Detail by Entity Name

Florida Profit Corporation
MULTI MEDIA MARKETING ASSOCIATES, INC.

Filing Information

Document Number	P95000012082
FEI/EIN Number	65-0561379
Date Filed	02/13/1995
State	FL
Status	ACTIVE

Principal Address

20841 JOHNSON STREET
111
PEMBROKE PINES, FL 33029

Changed: 01/06/2011

Mailing Address

915 N.W. 199 TERRACE
PEMBROKE PINES, FL 33029

Changed: 01/29/2008

Registered Agent Name & Address

LUYA, JOSE
20841 JOHNSON STREET
111
PEMBROKE PINES, FL 33029

Name Changed: 06/21/2000

Address Changed: 02/05/2015

Officer/Director Detail

Name & Address

Title PD

LUYA, JOSE
915 N.W. 199 TERRACE
PEMBROKE PINES, FL 33029

State of Florida

Department of State

I certify from the records of this office that MULTI MEDIA MARKETING ASSOCIATES, INC. is a corporation organized under the laws of the State of Florida, filed on February 13, 1995.

The document number of this corporation is P95000012082.

I further certify that said corporation has paid all fees due this office through December 31, 2021, that its most recent annual report/uniform business report was filed on February 2, 2021, and that its status is active.

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

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Second day of February, 2021*



Randy Rye
Secretary of State

Tracking Number: 6680904353CC

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

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

MQR #2: Previous Experience

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:	OPCRA Marketing Support Services
Name and Location where provision of services were provided:	City of Oakland Park 5399 North Dixie Highway Oakland Park, FL 33334
Name of the Firm that was awarded the Contract for provision of the services.	Multi Media Marketing Associates, Inc.
<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>	<div> <input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No. </div> <div> <input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No. </div> <p>The City of Oakland Park retains Multi Media Marketing Associates, Inc. (Multi Media) to perform Communications Support Services to support efforts for the Office of the City Manager and the Oakland Park Community Development Agency (OPCRA). In this capacity, Multi Media performs a wide range of consulting, public relations, graphic design, web development and marketing services at the request of the City Manager, City Clerk, or Community and Economic Development Director.</p>
Date when awarded Contract started:	Month: October Year: 2015
Date when Contract was completed :	Month: N/A Year: N/A - Ongoing
Updated contact name, phone and email for Project Manager where services were provided to.	Kaitlyn Collier, MPA External Relations and Communications Phone: 954-630-4475 Email: kaitlyn.collier@oaklandparkfl.gov


Name of Project # 2:	Marketing Support Services
Name and Location where provision of services were provided:	City of Homestead 100 Civic Ct, Homestead, FL 33030
Name of the Firm that was awarded the Contract for provision of the services.	Multi Media Marketing Associates, Inc.
<p>Explain in detail how the Proposing Firm meets MQR # 2.</p> <p>Proposing Firm must <u>performed two (2) projects of similar size, scope and complexity or greater, to this RFP and specifications</u> within the <u>last five (5) years</u>, 2016 to 2021.</p> <p>Does proposing Firm meet MQR #2. Provide details.</p>	<p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p><input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No.</p> <p>Multi Media has provided Marketing Support Services to the City of Homestead's Public Affairs Office (PAO) supporting different City departments, including the Community Redevelopment Agency. Services delivered includes, but is not limited to, the following: strategic planning, public information campaigns, content development, market research, social media marketing, logo creation, brand development, graphic design, video and presentation support, ad creation, media buying, direct mail, digital marketing, website content management, layout, special event support, signage and environmental design, promotional products, trade show support, and more.</p>
Date when awarded Contract started:	Month: March Year: 2010
Date when Contract was completed :	Month: N/A Year: N/A - Ongoing
Updated contact name, phone and email for Project Manager where services were provided to:	Zackery Good Assistant City Manager Phone: 305-224-4415 Email: zgood@cityofhomestead.com

REQUIRED FORMS

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

Page 27 of 74

THIS PROPOSAL SUBMITTED BY:

COMPANY: Multi Media Marketing Assoc., Inc.
ADDRESS: 20841 Johnson Street, #111
CITY & STATE: Pembroke Pines, Florida
ZIP CODE: 33029
TELEPHONE: 954-433-0988
DATE OF RFP: November 16, 2021
FACSIMILE NUMBER: 954-438-1472
E-MAIL ADDRESS: jose@multimediamktg.com
FEDERAL ID NUMBER: 65-0561379
NAME & TITLE PRINTED: Jose Luya, 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

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

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, Jose Luya, President & CEO
Name of Authorized Officer per Sunbiz Title

of Multi Media Marketing Assoc., 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

Jose Luya
Print Name of Authorized Officer per Sunbiz

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

PUBLIC ENTITY CRIME FORM

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

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

By: _____

Title: President & CEO

Signed and Sealed 15 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.

- ☐ 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, Jose Luya President & CEO
Name of authorized Officer per Sunbiz Title

of Multi Media Marketing Assoc., 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.

[Signature] Jose Luya
Signature Print Name

STATE OF Florida

COUNTY OF Broward

SWORN TO AND SUBSCRIBED BEFORE ME THIS 15th DAY OF

November, 2021 BY Jose Luya

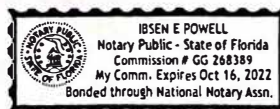
TO ME PERSONALLY KNOWN OR PRODUCED IDENTIFICATION:

Personally Known

(type of ID)
[Signature]

Signature of Notary
Ibsen Powell
Print Name of Notary Public

10/16/2022
Commission expires



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

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.

Multi Media Marketing Assoc., Inc.

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

None

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

N/A

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

N/A

CONFLICT OF INTEREST NOTIFICATION REQUIREMENT QUESTIONNAIRE

5.

 /Multi Media Marketing Assoc., Inc.

Signature of person/Firm

11/15/2021

Date

DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087

Hereby certified that Multi Media Marketing Assoc., Inc. does:
(Name of Business)

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

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

DATE:	11/15/2021	FIRM'S SIGNATURE: 
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City of Hallandale Beach, 400 South Federal Highway, Hallandale Beach, FL 33009
www.cohb.org/solicitations

ANTI-KICKBACK AFFIDAVIT

STATE OF Florida)
) SS:
COUNTY OF Broward)

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

By: [Signature]
Signature of Authorized Officer per Sunbiz
Jose Luya
Print Name of Authorized Officer per Sunbiz
President & CEO
Title of Authorized Officer per Sunbiz

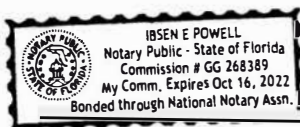
Sworn and subscribed before me this 15th day of November, 2021.

NOTARY PUBLIC

State of Florida at Large

[Signature]

My Commission Expires: 10/16/2022



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

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.

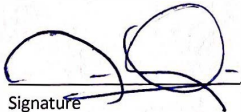
Proposer should take special note of this as it relates to proprietary information that might be included in this solicitation.

If N/A please circle: N/A

I, Jose Luya, President & CEO
Name of authorized Officer per Sunbiz and/or legal documentation Title

of Multi Media Marketing Assoc., 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 Multi Media Marketing Assoc., 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**

| FIRM'S QUALIFICATIONS & EXPERTISE

a. Details on how Multi Media's firm can best serve the City of Hallandale Beach.

Organization, Size and Experience

Multi Media, incorporated since 1995, is a small minority business that has been delivering a wide variety of marketing and communications services to the South Florida community. Headquartered in Pembroke Pines, Florida, Multi Media owns a 4,500 sq. ft. facility comprised of four (4) graphic design stations, four (4) HD video editing suites, two (2) web/interactive programming stations, and one (1) 3D animation suite. Our facility also has a 1,200 square foot production studio, a client-viewing lounge, a 10-seat conference room and four (4) administrative offices.

Major Clients

Multi Media possesses a wealth of relevant outreach experience having worked with the City of Homestead, the City of Oakland Park, the City of Dania Beach, the City of Doral, the City of Cutler Bay, and the Delray Beach, to name a few.

Areas of Expertise

Multi Media is a small South Florida business staffed with great people who work passionately, hand-in-hand, with our customers to ensure mission accomplishment at all times. We specialize in multimedia solutions including: marketing, public relations, video production, graphic design, web development, advertising, and public outreach.

Assigned Staff

Each team member is essential when it comes to delivering exceptional marketing support. The chart below is representative of the team members and work-flow proposed in our response. Professional resumes for the core team members follow in section F.



Unique Qualifications

While our firm is small, we are mighty. We can scale up or down as needed to support a wide variety of projects. We have developed touch-screen kiosks as interpretive exhibits, managed trade show events for clients to take their message directly to public stakeholders, launched bond referendum awareness campaigns, and so much more.

b. Demonstrated experience in graphic design. Preference will be given to respondents with experience in community relations and government or institutional communications.

The City of Homestead



The City of Oakland Park



Other Samples of Work

**US AIR FORCE RESERVE
PARARESCUE
920TH RESCUE WING**

WATER RESCUE **COMBAT RESCUE** **MOUNTAIN RESCUE** **AIR RESCUE**

**STAFF SGT ANDREW WEST
PARARESCUEMAN**

**SENIOR AIRMAN BRANDON FORSHAW
PARARESCUEMAN**

**MASTER SGT CHRISTOPHER LAIS
PARARESCUEMAN**

**MAJOR CHAD SENIOR
COMBAT RESCUE OFFICER**

SAME JOB, MANY SKILLS

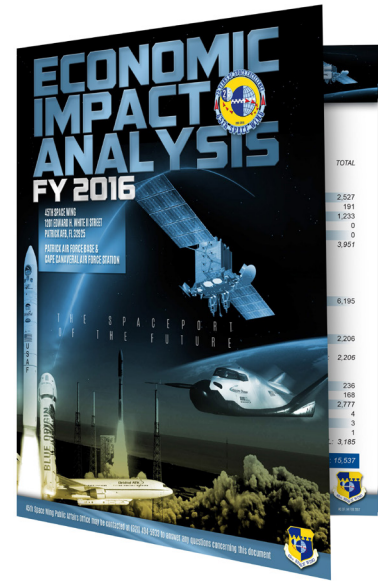
WATER RESCUE: OXYGEN BOTTLE & SCUBA VEST, COMPASS/TACTICAL BOARD, FINS

COMBAT RESCUE: TACTICAL VEST/BODY ARMOR & RADIO HEADSET, BALLISTIC HELMET & GOGGLES, M-4 CARBINE RIFLE

MOUNTAIN RESCUE: CLIMBING HARNESS/RESCUE EQUIPMENT & GLOVES, COLD WEATHER BOOTS & GLOVES, CLIMBING PICKS

AIR RESCUE: JUMP HELMET, OXYGEN MASK & BOTTLE, FREE-FALL PARACHUTE, ALTIMETER

WWW.920RQW.AFRC.AF.MIL | FACEBOOK/920TH RESCUE WING | AIR FORCE RESERVE RECRUITING 321-494-3003



c. Familiarity with the area and the purpose of the CRA.

While the overall CRA purpose is fundamentally the same, improving blighted areas within the community to encourage economic development, each municipality with a Community Redevelopment Agency has a plan in place to address issues unique to their location. Some may focus on transit improvements, while others are more focused on drawing new businesses, or on real estate development. We support the needs of each CRA based on the direction of their administrators. We help the CRA with annual reports, website maintenance, economic reports, map creation, direct mail, email blasts, newsletters, creating public awareness campaigns and providing marketing consulting, when needed.

d. Unique Circumstances that sets the Proposer Apart

Our clients have shared that what sets Multi Media apart from other firms they have worked with is our accessibility and dependability. We become invested in the mission of each municipal team we work with and aim to become an extension of their work-family.

e. Demonstrated experience in providing graphic design services for traditional, as well as, online, email and social media marketing.

When we launch a new project or campaign, we typically produce a variety of corresponding graphic products. For example, here are products from a recent campaign for the City of North Miami Beach where we completed traditional, as well as, online, email and social media marketing support service.

Campaign Identity

One Vision • One Mission
NMB One City

SMALL BUSINESS COVID RECOVERY GRANTS

SMALL BUSINESS COVID RECOVERY GRANTS

One Vision • One Mission
NMB One City

Direct Mail

One Vision • One Mission
NMB One City

APPLY
DEC. 1-11, 2020

Learn more at
nmbcovidgrants.com

e-Blast

Website

TV Graphic

Social Media

f. Resumes of Key Management Personnel and Support Staff

| CREATIVE DIRECTOR

JOSE LUYA | Jose has over 30 years of experience in strategic planning, marketing, communications, and community outreach.

EDUCATION

BS, Mass Communications
Montclair State University

EXPERIENCE

President

Multi Media Marketing Associates, Inc. • Pembroke Pines, FL • 1995 – Present

- Plan, direct, track and manage costs, schedule, and success of complex projects
- Lead teams from multiple creative disciplines to achieve project deliverables
- Creative Director for print and media advertising campaigns and activities including billboards, theater ads, newspaper ads, magazine ads, online ads, e-blasts, radio spots, television ads, photo shoots, video shoots, etc.
- Oversees pre-production of multimedia including concept development and storyboards
- Develop scripts for a range of government agencies and private industries
- Oversees field operations and crew as Director of Photography
- Oversees post-production processes (design, animation, visual effects and messaging)
- Executive producer for all television and radio commercials, PSA's, and VNR's
- Experience with a wide range of production formats, equipment and techniques
- Provides meeting planning support and technical expertise for conferences
- Consults on venue research, spatial planning, and exhibitor set-up and breakdown delivery
- Supervises onsite meeting support, A/V technicians, and operation of A/V equipment

Executive Producer

Videotek Productions, Inc. • Coral Gables, FL • 1986 - 1995

- Project manager of all pre-production and production needs for corporate clients
- Responsible for capturing footage and lighting both on location and in-studio
- Edited and delivered videos that incorporated visual effects and 3D animation
- Ensured delivery of all video projects and customer relations

Producer

Mediatech, Inc. • North Bergen, New Jersey • 1980-1986

- Developed scripts, video treatment, and production schedules for a variety of projects
- Responsible for capturing footage and lighting both on location and in-studio
- Worked on multi-camera shoots and provided grip assistance
- Completed post-production work that incorporated visual effects and 3D animation

| COMMUNICATIONS MANAGER

Kyla G. | Kyla has over 21 years of experience in strategic planning, marketing, communications, community outreach, and graphic design.

EDUCATION

Master of Public Health, Health Administration | 2002 • Loma Linda University, California

Bachelor of Arts, Business Administration | 2000 • Antillean University, Puerto Rico

EXPERIENCE

President

Kreative Marketing Strategies, Inc. • 2013 – Present

- Marketing & Communications Consultant

Communications Manager

Multi Media Marketing Associates, Inc. • 2009– Present

- Lead teams from multiple creative disciplines to achieve project deliverables within deadlines
- Maintain continuous alignment of project scope with deliverables to ensure effectiveness
- Deliver clear communication and project reports for clients throughout scope of work
- Logo creation, branding and identity design, and various graphic design layouts
- Support marketing and outreach efforts including creative direction, content development, social media and blog activities, printed materials and publications, media planning, and communications

Communications Manager

Bascom Palmer Eye Institute, University of Miami Miller School of Medicine • Miami, FL • 2007- 2009

- Managed media inquiries and disseminated relevant news
- Directed the advertising, communications, and community outreach initiatives for the three satellite locations
- Planned and coordinated special events, including: fundraisers, seminars, workshops, and conferences
- Creative Director for print and media advertising campaigns
- Wrote/edited/managed social media, newsletters, brochures, and other marketing outreach tools
- Consulted on strategic direction of service line marketing and communication initiatives

Senior Marketing Specialist

Loma Linda University Medical Center • Loma Linda, CA • 2002-2006

- Consulted with executives and administrators regarding strategic direction of marketing efforts
- Responsible for the marketing initiatives of key service lines within the 900-bed academic health system
- Evaluated, maintained, and streamlined existing community, professional, and news media relationships
- Wrote/edited/produced press releases, publications, brochures, web content and other outreach mediums
- Creative Director for print and media advertising campaigns and activities including billboards, theater ads, newspaper ads, magazine ads, online ads, e-blasts, radio spots, television ads, photo shoots, video shoots, etc.
- Planned and coordinated special events, including fundraisers, seminars, conferences, and sporting events

Marketing Account Executive

Loma Linda University Medical Center • Loma Linda, CA • 2000-2002

- Evaluated, maintained, and streamlined existing community, professional, and news media relationships

- Wrote/edited/produced brochures, newsletters, flyers, direct mail, web content, and other healthcare promotion materials
- Planned and coordinated special events, including meetings, seminars, and conferences

| LEAD MULTIMEDIA DESIGNER

LUIS C. | Luis has over 17 years of experience in the graphics and multimedia area. Luis is bilingual, fluent in both English and Spanish.

EDUCATION

B.A. Graphic Design – Instituto de Diseño de Caracas

Information Technology Computer Technician, Microsoft Systems – Quorum Computer Group

Adobe Creative Course – Instituto de Diseño Dali

Information Technology Computer Technician, OS Mac Systems – Quorum Computer Group

EXPERIENCE

Senior Designer

Multimedia Marketing Associates, Inc. • February 2014 – Present

- Responsible for concept and design of client campaigns
- Publication design, corporate identity design, logo creation, marketing materials including posters, fliers, brochures, social media and web graphics and more
- Responsible for concept and design of interpretive graphics and exhibits
- Design and development of interactive educational or training tools, i.e., websites, modules, touchscreens, kiosks, etc.

Graphic Designer (Freelance)

Surya Accessories • August 2013 – January 2014

- Design online advertising campaigns
- Design merchant promo signage and environmental signs
- Design outreach for tradeshow events
- Website maintenance

Senior Web Developer

Lifeline Web Design • August 2012 - Dec 2013

- Design and development of corporate websites and interactive training modules
- Programming of interactive touch screen kiosks
- Design & development of meeting and event registration web sites

Principal

Sincromyl, Inc. • August 2006 – February 2014

- Design and development of corporate web sites
- Branding and identity design
- Print specialist and brokerage

Director Graphics and Multimedia

Greenwich Communication Visual, C.A. • January 1998 – July 2006

- Responsible for concept and design of client campaigns
- In-house design, corporate identity, logos, posters, fliers, brochures, and more
- Responsible for concept and design of environmental signage including in-store displays, rack, headers, footers, channel strips, danglers, backer cards, end-caps and floor graphics
- Operated as print broker for clients and operated the digital press in-house

PROFICIENCIES

- Adobe Creative Suite; Joomla Platform; Word Press Platform; PHP Script; CSS; HTML5; Web Construction; Windows & Mac Proficient; Networking; and High IT Performance

| SOCIAL MEDIA MANAGER

JESSICA L. | Jessica has over 5 years of social media management experience. Jessica is bilingual, fluent in both English and Spanish.

EDUCATION

BFA in Film & Television, Minor in Producing
New York University, Tisch School of the Arts

EXPERIENCE

Social Media Manager

Multi Media Marketing Associates, Inc. • May 2019 – Present

- Manages the main social media channels for the organization, while providing support to digital and communications staff in developing social & digital strategies aligned with internal and external organizational goals
- Assists in developing and promoting social media ad buys to promote content and initiatives
- Curates written and multimedia content (internally & externally), while maintaining an editorial calendar for all platforms
- Provides social media support for meetings and various events
- Responsible for managing social analytics and creating reports to evaluate and implement best practices
- Works closely with clients to coordinate promotion and dissemination of content

Production Office Assistant

NYU Tisch Film & TV • February 2017 – April 2019

- Coordinated daily office operations including pre-production planning, equipment scheduling, insurance & production assistance to students, organizational tasks, and social media management under production administrators

Casting Intern

OG Casting • February – May 2018

- Researched actors for shorts, feature films, and commercials
- Scouted non-actors to boost talent database
- Manage social media pages
- Maintain talent database
- Liaised with casting agents
- Post and managed casting breakdowns under two Casting Directors

Media Intern

Multi Media Marketing Associatine, Inc. • June – August 2017

- Scriptwriter and development assistant for animated PSAs
- Coordinated pre-production scheduling and script supervision
- Assistant Editor and Color Corrector for various multimedia videos
- Content creator and social media influencer

Media Intern

Multi Media Marketing Associatine, Inc. • June – August 2016

- Scriptwriter and development assistant for animated PSAs
- Coordinated pre-production scheduling and script supervision
- Assistant Editor and Color Corrector for various multimedia videos
- Content creator and social media influencer

| APPROACH TO THE PROJECT

a. Address and describe the project management strategy, and any performance standards that can be expected.

The following checklist summarizes the components that make up our general approach.

Step 1: Initiate Task Order

- Confirm receipt of approved Task Order/Work Assignment with customer
- The Creative Director (CD) reviews task order objectives with team to determine creative direction and discuss outreach tools available to best deliver messaging, i.e. social media, printed materials, internal communication, newsletter insert, videos, etc.
- If the team has any questions or recommendations, the CD will reach out the Hallandale Beach Point of Contact (POC) for clarifications or approval to proceed to ensure our team has a complete understanding of project deliverables prior to work.
- The CD will submit a cost proposal based on estimate hours of work for task, as necessary.

Step 2: Create

- Upon estimate approval, the team will begin content development and create conceptual artwork for campaign/project graphics based on task specifications.
- CD reviews creative drafts and provides design direction, as needed.
- First drafts are carefully reviewed for composition, color, graphic standards, and spelling.
- Drafts are submitted to the client on a timely basis for review/feedback.

Step 3: Revise

- CD communicates client feedback to team for updates.
- Team makes design adjustments to content and/or artwork of conceptual piece.
- CD ensures all corrections have been completed; resubmits to client for review/feedback.
- Revisions are repeated until client is completely satisfied. Once the conceptual piece is approved, then the team translates the approved design to all the project products, depending on requirement, e.g., flyers, ads, social media, posters, banners, etc.

Step 4: Delivery/Distribution

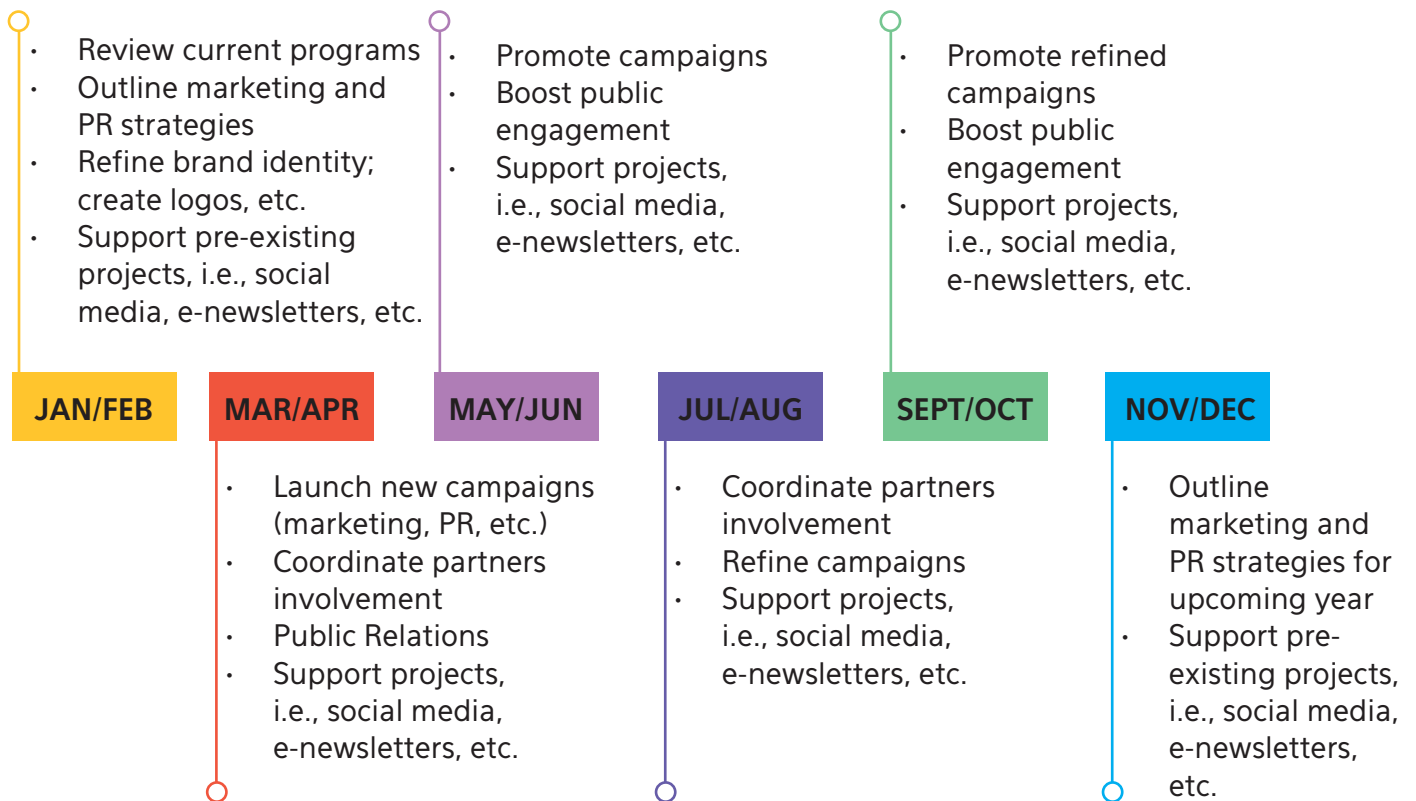
- Final files are exported based on the publication method, i.e. PDF, jpeg, png, gif, etc. and distributed based on audience via any of the following platforms: printed flyers, e-flyers, direct mail, website, payroll stub, Facebook, twitter, Instagram, etc.
- All design and digital products will be packaged and submitted to the client for their files; however, files are also archived here at Multi Media as a backup.

b. Detailed 12 month project plan/timeline of how the design and development process will be executed for each design addressed in the RFP.

While it is difficult to know exactly how and when tasks will be distributed, the following information provides a breakdown on how we envision supporting the RFP. Additional information for execution of the process can found in sections a and c.

Support Services by Task	Est. Monthly Hours
Marketing & Branding <i>(strategic planning, creative direction, graphic design services, etc.)</i>	22 hours
Public Relations <i>(special events, initiatives or programs, community/partnership engagement, etc.)</i>	8 hours
Press Releases	10 hours
Social Media Management	8 hours
Email Newsletter	10 hours
Email Blasts	4 hours
Blogs	2 hours
Website Updates	10 hours
Total Service Hours*	74 hours

**An approximation of monthly work hours. Tasks will be generated and approved by CRA before services are rendered, resulting in less or more required hours.*



c. Address ability and approach to offer all the services referenced in the scope of work section; and d. Innovative, creative approach to the project.

Multi Media ensures that all services performed by our Key Personnel satisfy the requirements outlined in the Scope of Work (SOW). We achieve this by assigning personnel that are proficient in the use and application of technologies they use to accomplish each mission. Our process is organic and aimed to ensure customer satisfaction.

As tasked by clients, our team creates and develops branding, publications, environmental graphics, promotional graphics, websites, social media pages, online advertising, videos, e-newsletters and virtually every type of communications product imaginable. While other skillsets within our firm may be used to support the City's outreach efforts, these core team members will be the ones collaborating on most of the projects.

Creative Director. The Creative Director (CD) will serve as the primary point of contact between the City of Hallandale Beach and Multi Media's creative team. Integral to the success of any contract, is clear and open communication between Multi Media and the customer. Multi Media will assign our CD, who has experience working with municipalities, to oversee the marketing and creative direction of the task orders. The CD will also be responsible for ensuring that the final product meets the City's approval.

Upon receipt of a task order, the CD will review objective of task and make notes of any preliminary questions regarding task order instructions or time schedule. The CD will then brief the Multi Media team regarding project needs and if additional information is required to commence work, the CD will contact the Hallandale Beach Point of Contact (POC). The CD is also responsible for sourcing any additional services required by the City, i.e., live stream services, videography, photography, crisis management, promotional materials, etc.

Communications Manager. With every task, the Communications Manager (CM) will reference the intended target audience to craft messages that boost engagement. The CM is also responsible for developing recommendations regarding the marketing strategy and advertising planning for all outreach projects and awareness campaigns. The CM is the team member that will attend outreach events and meet with CRA administrators to ensure outreach efforts are performing successfully. The CM facilitates the development and distribution of public relations and marketing efforts, to include, but not limited to, printed publications, press releases, website updates, email blasts, social media channels, advertising, and more. The CM possesses strong oral and written skills used to provide content development and proofreading in support of all visual information products.

Lead Multimedia Designer. Our Lead Multimedia Designer has the ability to provide graphic design, web design, web and interactive development and video post-production. They conceptualize, develop and maintain all aspects of Hallandale Beach and CRA brand identity, providing a fresh, but consistent look and feel across communication products. They work closely with the CD and CM to ensure the overall success of all projects. It is the responsibility of the Lead Multimedia Designer to understand project deliverables and prepare initial concepts for marketing materials, training tools, displays, online platforms, and more. Each creative product is reviewed by the CD and for quality control and messaging, prior to presenting the artwork to the customer.

The designer may use existing Hallandale Beach graphic standards as a design foundation, but will be expected to use their creative freedom to interpret messages in a compelling layout. Before

beginning the project, the designer must be completely aware of target audience; mission message; project objectives; project specifications/dimensions; deadline for completion; examples of existing designs; and/or existing branding or color scheme to be matched. The design team will deliver design drafts to the CD, who will review and submit to the Hallandale Beach POC for their review and feedback. Products will be created with a focus on flexibility, adaptability, aesthetics, durability, and sustainability.

Along with the CD, the Lead Multimedia Designer will review current intranet and internet websites and provide consultation to redesign elements, as well as design templates and headers for the social media platforms. They will recommend revisions aimed at enhancing the end user experience; improve flow of information; delivering a more cohesive, current and informative message; and maintaining branding consistency.

Social Media Manager. The Social Media Manager assists the City with developing a monthly editorial calendar to incorporate platform-specific content. They use approved content to schedule social media posts to grow stakeholder audiences within the intended audience of these tools. They assess the effectiveness of social media platforms in reaching identified stakeholder groups and provide contextual analytics and recommendations for improvements where needed. They may also provide live updates specific to approved social media channels during public meetings, community events, and additional events.

Social Media is fast becoming one of the strongest mediums for delivering public information. According to Statista, 70% of the U.S. population has at least one social media profile. The ease in which information is distributed has also allowed many municipalities to cut marketing costs without sacrificing results. Each platform provides a real-time avenue to have conversations with your followers, as well as provide trackable interaction metrics that share the results of creating and publishing content.

When residents or tourists follow a municipality on a social media platform, they don't want to feel marketed to. They are usually looking for a way to connect with their community and stay in the loop with news, events and amenities offered within the City. We work with municipal customers to generate content ideas that create an organic relationship with followers, where they find relevant and shareable information about their community. At times, we manage their pages on their behalf. However, typically we help create graphics and captions for awareness campaigns that they can distribute via the City's LinkedIn, Facebook, and Instagram feeds. We have also produced videos that municipalities can share on their YouTube channels - as shown in this link: <https://vimeopro.com/multimediamarketing/municipal> .



Photo: Staff with talent behind the scenes in Multi Media's in-house studio.

| MARKETING CAMPAIGNS, LOGO DEVELOPMENT, BRAND IDENTITY



Tag!
To share your favorite places.

COFFEE SHOP:

SALON:

GYM:

FLORIST:

BARBER:



Monster Subs | facebook.com/MonsterSubs

Monster Subs offered free lunch to students and provided 150+ meals to anyone in need during the Stay-at-Home order.

LEARN MORE >





HPS
 HOMESTEAD PUBLIC SERVICES
 Community-Owned Services Since 1916

NEW & IMPROVED ONLINE | Bill Pay

You're not just a customer... you're a neighbor!

1 GO ONLINE
 cityofhomestead.com/BillPay

2 REGISTER
 Every customer needs to create a new account. Even existing on-line Bill Pay customers.

3 PAY
 Make your online payment.*

Learn about the New System and other Ways to Pay your Bill at...
Bill Pay Day | Saturday, November 8 from 10 am - 4 pm
 Community Center, 1601 N. Krome Avenue

Your HPS Utilities Statement

Service Address: [Redacted]
 Account #: [Redacted]
 Rate Class: RESIDENTIAL
 Service Period: 04/01/2014-05/01/2014
 Bill Date: 05/29/2014
 Due Date: 06/23/2014

WATER SERVICE CHARGES

CONSUMPTION	CHARGE
0.00	\$0.00
Water Service Charge	\$0.00
Water (Gallons Consumed) (1,000s)	\$0.00
Water Total	\$0.00

ENERGY SERVICE CHARGES

CONSUMPTION	CHARGE
2,184.00	\$5.69
Electric Base Charge	\$5.69
Electric Consumption @ .0026	\$5.69
Electric Fuel Cost Adj. @ .0012	\$0.00
Electric Total	\$5.69

SANITATION SERVICE CHARGES

CONSUMPTION	CHARGE
0.00	\$0.00
Sewer Service Charge	\$0.00
Sewer (Gallons Consumed) (1,000s)	\$0.00
Sewer Total	\$0.00

SUMMARY OF CHARGES

Water Total	\$0.00
Energy Total	\$5.69
Sanitation Total	\$0.00
Other Total	\$0.00
Taxes Total	\$0.00
Current Charges	\$5.69
Past Due Amount	\$0.00
Total Amount Due	\$5.69

Comments: Your account is currently PAST DUE and subject to immediate disconnection. The City of Homestead and Homestead Public Services advise its customers that our 24-hour Emergency Contact Number has changed to Toll Free (855) 211-3082.

PLEASE PRINT OR TYPE NAME, ADDRESS, CITY, STATE, ZIP, PHONE NUMBER, AND E-MAIL ADDRESS. RETURN BOTTOM PORTION WITH YOUR PAYMENT.

NAME: [Redacted]
 ADDRESS: [Redacted]
 CITY: [Redacted] STATE: [Redacted] ZIP: [Redacted]
 PHONE: [Redacted] E-MAIL: [Redacted]

MAKE CHECKS PAYABLE TO: CITY OF HOMESTEAD
 PLEASE PRINT ACCOUNT NUMBER ON CHECK TO ENSURE PROPER CREDIT.

ACCOUNT NOT PAID BY DUE DATE IS SUBJECT TO 10% LATE FEE.

0010141410002116250070546

DIA DE PAGO DE FACTURAS
 Sabado, 8 de Noviembre de 10:00 am a 4:00 pm
 Community Center | 1601 N. Krome Avenue

Venga y obtenga información sobre el NUEVO sistema para pagar facturas y sobre otras formas de pago.

Se le responderán todas las preguntas que tenga acerca de sus facturas.

Información de asistencia financiera para pagar facturas de servicio para aquellos que califiquen.

NUEVO y MEJOR SISTEMA
 Pago de Facturas por Internet
 A partir del 3 de Noviembre

1 CONECTESE
 www.cityofhomestead.com/BillPay

2 REGISTRESE
 Todos los clientes deben crear una cuenta nueva. Incluyendo los clientes que ya estaban registrados en el antiguo sistema.

3 PAGUE
 Haga su pago por internet.*

* Also puede efectuar sus pagos por teléfono al (855) 211-3082. Con cheque o giro postal por correo a: 1601 N. Krome Avenue, P.O. Box 1601, Homestead, FL 33061.

¡Juntos no es solo un cliente, es un vecino!



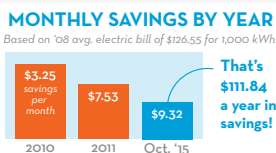
ENERGY RATES DOWN

6%
 Since 2008

PLUS

Starting in October
SAVE AN EXTRA 1.5%

Since 2008, HPS has successfully lowered rates **7.5%** thanks to continuous cost-saving strategies and new power contracts.



And we're working hard to keep lowering energy rates. Because at HPS, you're not just a customer... you're a **neighbor!**





KEEP HOMESTEAD
beautiful



KEEP HOMESTEAD
beautiful



KEEP HOMESTEAD
beautiful

KEEP HOMESTEAD
beautiful

GET INVOLVED!

pick up litter • plant native trees and flowers • pick up after pets • clean up playgrounds and parks • recycle • paint over neighborhood graffiti • sign-up to volunteer

cityofhomestead.com/beautiful



KEEP HOMESTEAD
beautiful

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For more information, visit:
cityofhomestead.com/beautiful



KEEP HOMESTEAD
beautiful

GET INVOLVED!

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KENBE HOMESTEAD
bèl

ANGAJE WI

ranmase fatra • plante pyebwa ak file endjèn • ranmase dechè bèt domestik yo • netwaye teren jwèt yo ak pak yo • resikle • pentire sou majigradi yo fè sou mi nan vwazinay la • anrejistre pou pote w volontè

MANTENGA
hermosa
A LA CIUDAD DE HOMESTEAD

¡PARTICIPE!

recoja la basura • plante flores y árboles nativos • recoja los desechos de sus mascotas • limpie los patios de recreo y parques • recicle • cubra el graffiti en su vecindario con pintura • registre como voluntario

KEEP HOMESTEAD
beautiful

GRAPHIC DESIGN – LOGO, ADS, POSTERS, EMAIL TEMPLATE, OTHERS

HELP THE CITY OF OAKLAND PARK
REDUCE PLASTIC USE & PROTECT OUR ENVIRONMENT

SWAP PLASTIC *for* PAPER

OR ANOTHER ECO-FRIENDLY STRAW ALTERNATIVE

Americans use **over 500 million** plastic straws per day

Swapping plastic straws for an alternative is a **simple adjustment** that makes a **big impact** on protecting our environment

Plastic straws are a **top ten** contributor to harmful **marine debris** pollution

Use **alternative options** like paper or reusable straws

Plastic straws may **NOT** be sold or distributed.

Offer customers an alternative! To reduce the impact of plastic on the environment, the City of Oakland Park passed an ordinance banning single-use plastic straws.

Learn more at www.oaklandparkfl.gov

Ordinance 8-136
Effective April 16, 2020



CITY OF OAKLAND PARK

RECYCLE GUIDE

Placing unacceptable items in recycling carts can ruin an entire load.

Please ensure that all recyclables are clean and dry before placing loose items into the blue cart.

DO NOT PUT RECYCLABLE ITEMS IN BAGS

This is the #1 reason recycling carts cannot be serviced.

PLASTICS

Recyclable plastic bottles, tubs, jugs and jars. No pumps or bags!

PAPER

Newspaper, mail, cartons, flattened cardboard and paper.

METAL


Empty and rinsed metal cans.

The items below cannot be recycled.

Garden Hoses | Holiday Lights | Household Cleaners | Plastic bags

Plastic Toys | Styrofoam Containers | Textiles | Pizza Boxes | Grease


Learn more at
www.oaklandparkfl.gov/recycle




CYBARIUM

HOMESTEAD, FLORIDA

ABIERTA AHORA!





Servicios Gratis para todos los Residentes del Condado de Miami-Dade

Realidad Virtual

Teatro para Niños


Salón Steampunk


Libros Nuevos


Horas de Operación

Lunes: 9:30 am a 6 pm
 Martes: 11:30 am a 8 pm
 Miércoles: 11:30 am a 2 pm
 Jueves: 9:30 am a 6 pm
 Viernes: 9:30 am a 6 pm
 Sábado: 9:30 am a 6 pm
 Domingo: 1 pm a 5 pm









Regístrate hoy para obtener su tarjeta Cybarium!

► 80 W. Mowry Drive, Homestead, FL 33003

 www.cybarium.org

Drive-In
4th of July
★ CELEBRATION ★

Free
ADMISSION

7:00 pm
Gates open to Parking Lot

9:00 pm
Fireworks show begins!

8:30 pm
Tune in to 103.3 FM for music and announcements.

Sunday
July 4, 2021
Homestead-Miami Speedway
1 Ralph Sanchez Speedway Blvd.,
Homestead, FL 33035

✓ Tell Your Family and Friends
✓ Pack Dinner, Snacks and Drinks
✓ Bring Your Own Radio
✓ Get There Early and Grab a Parking Spot

FLORIDA
CITY OF
HOMESTEAD

HOMESTEAD
MIAMI
SPEEDWAY



SMALL BUSINESS ASSISTANCE GRANTS

The Oakland Park Small Business Assistance Grant Program was approved by the City of Oakland Park City Commission to assist small businesses that have been negatively impacted by the COVID-19 public health emergency with a grant of up to \$15,000 for recovery and stabilization of business operations. The program is funded by the Federal Coronavirus Aid, Relief and Economic Security (CARES) Act.

Your business may be eligible for
up to \$15,000



Eligibility

Eligible businesses must meet the following:

- Must be located in a commercial location within the City;
- Have been in operation since October 1, 2019;
- Is not a publicly traded company;
- Is not a non-profit organization;
- Have 2-25 employees on payroll;
- Have been forced to close by the government, experienced economic injury or voluntarily closed to support social distancing due to COVID-19;
- Have received less than \$15,000 of assistance through the SBA Economic Injury Disaster Loan (EIDL) or Paycheck Protection Program (PPP);
- Must attest that they will not apply for future CARES Act small business funding assistance from Broward County;
- Demonstrate working capital for business operations as of February 28, 2020;
- Does not exceed \$1 Million in total gross receipts or sales;
- Demonstrate payment of 2019 City of Oakland Park business tax receipt; and
- Be free of outstanding code enforcement violations or nuisance complaints.



Required Documents

Businesses must provide the following:

- Completed IRS W-9 Form (Form W-9);
- Active State of Florida Business registration (Sunbiz documents);
- A Current City of Oakland Park Business Tax Receipt; and
- Owner/Authorized Applicant Photo ID.

Proof of Eligible Expenses

- Proof of employee count;
- Payroll journals for January-March 2020 and April-June 2020;
- Current Lease Statement or Lease Agreement, with proof that business is current on lease payments;
- Current Mortgage Statement; and
- Inventory and/or supply invoices that support the amount of eligible expenses requested under this category.

Proof of Economic Injury

- Quarterly Profit & Loss (P&L) statements from both January-March 2020 and April-June 2020; and
- 2019 Business Tax Return or 2019 Corporate Income Tax Return* or (Form 1120) or 2019 Return of Partnership Income* (Form 1065).



How to Apply

Applications will be accepted online at www.opgrants.com beginning **October 19, 2020** and will close on **November 9, 2020**.

Please begin to organize your documentation as early as possible so that your package is ready to upload when the grant application cycle opens on October 19.

Need help? Please contact us at OPCares@oaklandparkfl.gov or call (954) 630-4335.

UP TO \$15,000

SMALL BUSINESS ASSISTANCE GRANTS



ELIGIBILITY



DOCUMENTS



APPLY



APPROVAL

Webinar on Grant Application
Friday, October 16, 2020 at 10:30 AM

UP TO \$15,000

GRANT APPLICATIONS NOW OPEN



ELIGIBILITY



DOCUMENTS



APPLY



APPROVAL

Learn more at www.opgrants.com

UP TO \$15,000

COMPLETE YOUR APPLICATION

Only 3 days left!

Learn more at www.opgrants.com



Date: October 14, 2020

OAKLAND PARK TO AWARD UP TO \$15K IN SMALL BUSINESS ASSISTANCE GRANTS

The City of Oakland Park is launching the Small Business Assistance Grants Program to support local businesses that have been negatively impacted by the current COVID-19 crisis. Through the Oakland Park Small Business Assistance Program, eligible businesses can receive a **maximum of \$15,000** in grant funding. The program, funded under the Federal Coronavirus Aid, Relief and Economic Security (CARES) Act, will provide grants to assist local businesses with general expenses, such as: payroll, COVID re-opening costs, sanitation and protective equipment, and other expenses.

"Small businesses are the heartbeat of a strong local economy and this grant program will bring much-needed aid to Oakland Park businesses that are hurting right now," stated Mayor Matthew Sparks.

Available funding is limited and will be awarded on a "first-come, first-serve" basis to small businesses located within the City of Oakland Park with 2-25 employees and having less than \$1 million dollars in annual revenue. The grant program excludes not-for profit organizations, businesses who received loans from CARES PPP or EIDL Programs in excess of \$15,000, or who received assistance through State of Florida Small Business Emergency Bridge Loan Program after March 2020.

The grant application will open on **Monday, October 19, 2020** at 08:00 a.m. and will close on **Monday, November 9, 2020** at 5:00 p.m. To ensure applications are reviewed before funds run out, the City encourages businesses to organize required documentation as early as possible so that their package is ready to upload when the grant application cycle opens on October 19. The City will also offer a **webinar on Friday, October 16** at 10:30 am, which will review the grant program eligibility criteria and walk business owners through the application process.

Visit www.opgrants.com to register for the webinar and to review the grant guidelines. If you have any questions, or need technical assistance with the preparation of your application please do not hesitate to contact the City at OPCares@oaklandparkfl.gov or call (954) 630-4335.

Date: March 25, 2020

BROWARD COUNTY HESITATES TO ISSUE SAFER AT HOME ORDER

As COVID-19 cases continue to surge in South Florida, there has been no county-wide action for residents to stay at home. On March 25, 2020, the Broward County City Managers Association (BCCMA) discussed the pressing urgency of issuing a Safer at Home order for Broward County with County Administrators. Alan Cohen, Assistant County Manager, and Bertha Henry, County Administrator, heard firsthand from City Managers that there is overwhelming support for immediate action for Broward County to issue a county-wide order. However, at the time of this press release the county is hesitating to issue the order.

The *NY Times* reported that "191 million people in 19 states, 45 counties, and 18 cities are being urged to stay home." Public Health experts continue to stress the importance of implementing aggressive actions to halt the rapid spread of the coronavirus. Experts believe that in order to protect residents and prevent hospitals from being overwhelmed, the restrictions need to be sweeping and more importantly, they need to be uniform across jurisdictions. However, since Florida's governor believes smaller measures reached collaboratively with local leaders are more effective than sweeping ones, it appears the counties are not inclined to act aggressively.

President Trump has already declared that a major disaster exists in the State of Florida due to COVID-19. The City of Miami and Miami Beach have issued a stringent Stay-At-Home order to fight the spread of the virus. The order prohibits "all public and private gatherings of any number of people occurring outside a residence ... except to engage in essential activities." Miami Mayor Francis Suarez, who tested positive for COVID-19 earlier this month, said, "The more we stay at home and the more that we respect this order, the faster we're going to be able to return to normalcy and return to work, which is what we want to do."

In the meantime, confusion is beginning to set in as different cities implement different orders. When the City of Fort Lauderdale issued their order to close restaurants, those bordering the City limit kept their doors open - causing Police Officers to attempt to close businesses that could legally be open. Still, none of the Florida Counties, including Broward, have issued a county-wide order for its businesses to close or its residents to stay-at-home.

Immediate action is required to protect as much of the public as possible from COVID 19. According to <https://www.covidactnow.org/state/fl>, the difference between flattening the curve and hospital overload depends on sheltering in place now. Not next week, or next month – now. It is our greatest chance to have the least number of people infected and prevent stretching our public health resources way beyond their capacity. The City Managers across Broward County are prepared to support and enforce the Safer at Home order - now.



OAKLAND PARK NEWS

CORONAVIRUS UPDATES • SUPPORTING LOCAL BUSINESSES • COMMUNITY SUPPORT • ELECTION

Fall 2020

Special Edition

CITY URGES RESIDENTS TO STAY SAFE

Conduct City Services from the Comfort and Safety of Home

The City is here to help you stay safe. All City services continue to be available remotely for your convenience and to help limit the spread of COVID-19.



City staff assisting residents via the Call Center.

For more information or any questions regarding City services, please call **Oakland Park's Call Center** at (954) 630-4335 weekdays from 8 a.m. to 6 p.m. or email info@oaklandparkfl.gov.

City employees continue to staff all offices and remain available by telephone and in person. Residents and businesses are encouraged to utilize the City's online services and conduct business remotely whenever possible.

Commission meetings are live streamed on the City's website for your convenience. Meetings are also broadcast live on Comcast Channel 78 and AT&T U-verse Channel 99.

Curbside pick-up is available at the **Ethel M. Gordon Oakland Park Library**. To request materials, you need an Oakland Park Library card in good standing. Contact the Library by email at Danielle@oaklandparkfl.gov or call (954) 630-4335.

Many services are available 24/7 online:

NO FEES for credit or debit card online payments!

- Business Tax Receipts
- Code Enforcement
- City Commission Agendas
- Permit Access
- City Commission Meetings
- Report a Concern
- Public Records Search
- Utility Bill Payments

Library Curbside Pick-up: 8 a.m. to 5 p.m. weekdays.



RESIDENTIAL PERMITTING NOW ONLINE

The City of Oakland Park now offers the ability to apply for building, mechanical, electrical, gas and plumbing permits online. Engineering and architectural documents need to be submitted with a verifiable digital signature.

The following residential permit applications can be submitted online 24/7:

- Structural & Zoning
- Electrical & Mechanical
- Plumbing & More

For assistance to determine if your residential project qualifies for online permitting (does not include residential new construction or remodels) or to make an appointment, please call (954) 630-4335 or email building@oaklandparkfl.gov.

Garbage, Recycling and Bulk Collection continue to operate on regular schedules. Please use gloves, face coverings, and disinfecting wipes in your trash can and never flush down a toilet or discard carelessly. These items may be contaminated and pose a potential risk to sanitation workers who collect them.

oaklandparkfl.gov

SUPPORTING OUR COMMUNITY

The resilience of Oakland Park is evident in the way our community has pulled together to meet the challenges of the pandemic head-on.

FEEDING OUR NEIGHBORS

Drive-thru Food Distribution events provide produce, dairy and proteins to residents.



City Commissioners, first responders, departmental staff, community volunteers, and others rallied to serve people with the most urgent needs. The weekly Food Distribution events at Mills Pond Park have served nearly 20,000 families with boxes of fresh fruit, vegetables, proteins and dairy products.

City first responders purchased extra face coverings so staff and volunteers could deliver more than 33,000 free face coverings to homes, businesses, churches and

other organizations throughout the Oakland Park community.

More than 1,000 boxes of food have been delivered to homebound residents in Oakland Park. For assistance, please call (954) 630-4335.



ADOPT ORCHIDS & SHOW APPRECIATION

Oakland Park is showing its appreciation for the many public servants, family, friends, medical professionals, religious and civic leaders, and all others who have been of service during these challenging times with a "Parade of Orchids" at Stunson Nature Trail. The project is sponsored by the City in cooperation with the Urban Farming Institute.



The City's Community Volunteer Corps helped plant thousands of native orchids throughout the serene nature trail with support and assistance from the Equality Garden Club, Fairchild Tropical Botanic Garden, and the Fort Lauderdale Orchid Society. South Florida's native orchids currently exist in such small numbers that they have little hope of recovering without programs like this.

"This project will create a beautiful and harmonious space of reflection," said Oakland Park Mayor Matthew Sparks.

The public can adopt an orchid for just \$5.00 in honor of the person or organization they wish to recognize. The goal is to raise \$10,000 and the community has already raised over half of that goal.

Adopt an Orchid today at: www.oaklandparkfl.gov



WE WELCOME ALL Races • Religions • Genders • Abilities • Sexual Orientations • Countries of Origin

3

SUPPORTING OUR LOCAL BUSINESSES

The Oakland Park Community Redevelopment Agency (OPCRA) recently launched the campaign **Find It In Oakland Park** to rally support for our local business community.

During this unprecedented time, the City is committed to supporting our business community. With the ongoing effects of the COVID-19 pandemic, Oakland Park businesses have been significantly impacted. However, there is power in community. If every purchases services and products from local establishments, there is a much higher chance that Oakland Park businesses will survive this economic downturn.

To build support, the OPCRA rolled out an exciting new campaign called **Find It In Oakland Park**. The campaign encourages residents to dine and shop



Northeast High School Graduates received a **Find It In Oakland Park** campaign t-shirt and celebratory signage.

within our community and promotes local businesses via social media, web, print, and more!

The OPCRA also created an easy-to-use GIS map of local businesses and recently launched a new incentive program, **"Live Like A Look"**, which partners with local businesses to provide discounts to residents, or

Follow the hashtag **#LiveLikeALook** on social media and be on the lookout for participating local merchants sporting decal stickers on store fronts.

Visit www.opcra.com for a list of businesses offering discounts and check out the new **Business Directory Map**!

DISCOUNTS AVAILABLE
for Oakland Park residents to
#LiveLikeALook

Find It In Oakland Park
More & Shop Local



Grand opening of **The Butcher's Barrel** in Downtown.

6 WAYS YOU CAN SUPPORT BUSINESSES

- 1 Businesses in Oakland Park Need You**
Spend your dollars within the City limits.
- 2 Eat Local and Tip Extra**
Support Oakland Park's food industry and their workers.
- 3 Leave Reviews Online**
Good reviews can attract new customers and increase sales for local businesses.
- 4 Buy Gift Cards for Friends**
No matter how small the amount, this gesture generates new customers.
- 5 Shout-out Favorites on Social Media**
Help market the local businesses you rely on. Remember to use the hashtag #FindItInOP.
- 6 Join the "Live Look" Facebook Group**
Stay connected and discover new businesses.

BUSINESS ASSISTANCE GRANTS AVAILABLE

The Oakland Park Small Business Assistance Program is a new program that provides grant funding to local businesses that suffered losses as a result of the pandemic. The program will assist with general expenses such as: payroll, COVID re-opening costs, sanitation and protective equipment, and other expenses.

Under this program, eligible businesses can receive grant funding! If you are an Oakland Park small business and believe you may qualify, please contact us at OPCares@oaklandparkfl.gov or call (954) 630-4335.

oaklandparkfl.gov

3650 NE 12 Avenue, Oakland Park, FL 33334

OAKLAND PARK NEWS

www.my2020Census.gov

Count Me in! Census 2020

YOUR COMMUNITY IS COUNTING ON YOU!

DID YOU KNOW?

City Hall is on-call! Having trouble paying rent? Finding access to support programs? Do you need to start water service? Open a new business? The City is here to assist you. Just call (954) 630-4335.

MAYOR AND CITY COMMISSION



Matthew Sparks
Mayor
MatthewS@oaklandparkfl.gov



Jane F. Bolin
Vice Mayor
JaneB@oaklandparkfl.gov



Michael E. Carn
Commissioner
MichaelC@oaklandparkfl.gov



Tim Lonergan
Commissioner
TimL@oaklandparkfl.gov



Sara Guevrekian
Commissioner
SaraG@oaklandparkfl.gov

UPCOMING ELECTION

The 2020 General Election is almost here. Your vote is your voice.

There are three (3) seats available for the Oakland Park City Commission on the upcoming Election Ballot. Below are a few important dates to keep in mind!

- **Vote-by-Mail:** The deadline for requesting vote-by-mail ballots for the upcoming election is October 24, 2020. A returned voted ballot must be received by the Supervisor of Elections' office no later than 7 p.m. (local time) on Election Day.
- **Early Voting:** October 19 through November 1
- **General Election:** November 3



KEEPING KIDS SAFE

Each family needs to make decisions on returning to school based on what's right for them. Use the CDC-based decision making tool on our website to help weigh the risks and benefits of sending children back to school.

No matter what you decide, teach your children the importance of washing their hands, using hand sanitizer and wearing a mask.

VIRTUAL HALLOWEEN BASH

COSTUME CONTEST! KIDS' KITCHEN DEMOS!
CREEPY CRAFTS! STORY TIME!
PUMPKIN DECORATING! COLORING CONTEST!

October 28, 29 & 30 • 6:30 PM (each day)

For more information, call (954) 630-4335 or visit www.facebook.com/OPCityFL

FAMILY FUN

Find a variety of fun activities and exercises on the City's website!

Parks and Leisure Services and the Ethel M. Gordon Oakland Park Library have gathered a variety of fun indoor activities for children of all ages. You'll find many of the exercises will be enjoyable outdoors, too. Check out the latest activities at www.oaklandparkfl.gov.



Please wear a mask. Studies prove that masks slow down the COVID-19 growth rate.

4



City of Homestead
100 Civic Court
Homestead, FL 33030

FOR MORE INFORMATION, VISIT:
www.cityofhomestead.com



► LEARN MORE **INSIDE**

A PEEK INSIDE
THE CYBRARIUM
OPENING NEXT
TO HOMESTEAD
STATION



HOMESTEAD
STATION
GRAND OPENING
— OCTOBER 26, 2019 —

► LEARN MORE **INSIDE**

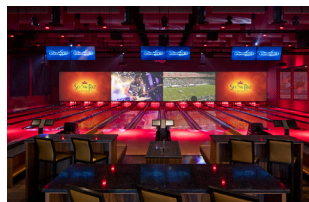
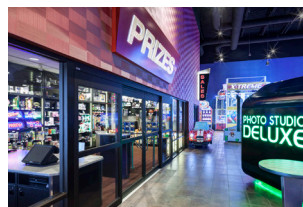
Stephen R. Shelley, Mayor
Jon Burgess, Vice Mayor
Jennifer N. Bailey, Councilwoman
Patricia Fairclough, Councilwoman
Julio Guzman, Councilman
Elvis R. Maldonado, Councilman
Larry Roth, Councilman

George Gretsas, City Manager
Elizabeth Sewell, City Clerk
Richard Jay Weiss, City Attorney

► **DOWNTOWN
HOMESTEAD**
THE PROGRESS CONTINUES



Construction is currently
underway at Homestead
Station. Stay tuned for
more details on the
Grand Opening.



HOMESTEAD STATION IS OPENING SOON

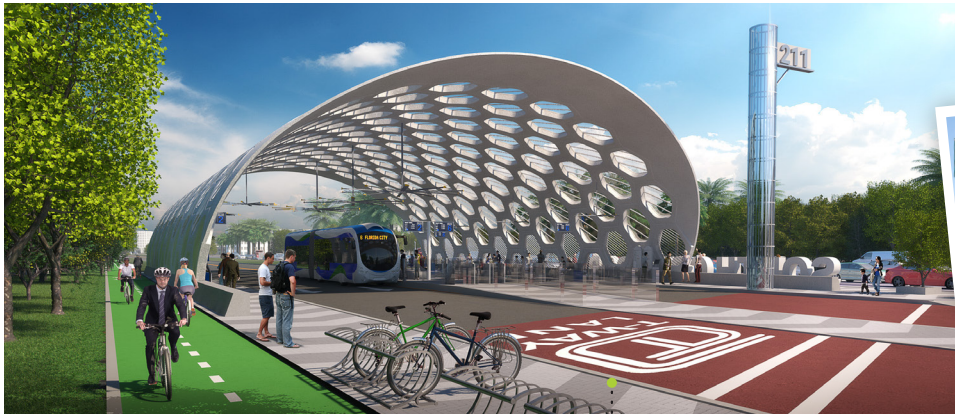
It's time to Save the Date! On **Saturday, October 26, 2019**, the City of Homestead will celebrate the Grand Opening of Homestead Station with a spectacular community event. Homestead Station is the City's first major Public-Private Retail Partnership in the heart of Downtown Homestead.

The upcoming entertainment and retail destination, a major development at the intersection of Krome and Mowry, is set to attract residents, visitors, and national and local businesses to Downtown Homestead. The mixed-use project will help boost the local economy and create new jobs. It will also serve as the future site for a transit station connecting Homestead to surrounding neighborhoods in Miami-Dade, Broward, and Monroe counties with a rapid transit system.

The Grand Opening will feature family-friendly activities, music, food trucks, tours, and so much more. All are invited!

Homestead Station will include:

- **movie theater**
- **bowling alley**
- **video arcade**
- **dining and retail**
- **transit center**



- Today, many of Homestead's residents commute up to 2 hours
- each way to and from Miami
- using public transportation.

RAPID TRANSIT ▶ COMING TO HOMESTEAD STATION

Miami-Dade County has unveiled plans for the **South Dade TransitWay Corridor**, a Bus Rapid Transit (BRT) route that is expected to start construction in January 2020. **Homestead Station** will host one of the stops along the 20-mile corridor which will extend from Florida City to the Dadeland South Metrorail Station.

The BRT system will feature:

- ▶ **improved travel time**
- ▶ **dedicated right of way**
- ▶ **prepaid fare for speedy boarding**
- ▶ **real-time arrival information**
- ▶ **modern vehicles and stations**

FASTER COMMUTE

The BRT at Homestead Station is estimated to **shorten commute times** to Dadeland Station by 30-40%!

SMART LIGHTS

Homestead is also working to make the local commute easier. The City will be implementing **Smart Lights** along major corridors, which utilizes real-time monitoring and switching to make traffic signals more efficient and help get more commuters through an intersection at one time.



CONSTRUCTION HAS BEGUN ON THE HOMESTEAD CYBRARIUM

In the quest to revitalize Downtown Homestead, the City came together to construct a new city hall, a new police headquarters, and restore the 1921 Seminole Theatre that had been closed for 40 years. Now the City is turning its attention to another municipal service that benefits every resident - a new high-tech public library funded primarily through federal grants and community redevelopment dollars.

The Cybrarium brings Homestead an ultra-modern, public library that bridges the gap between literacy and cutting-edge technology.

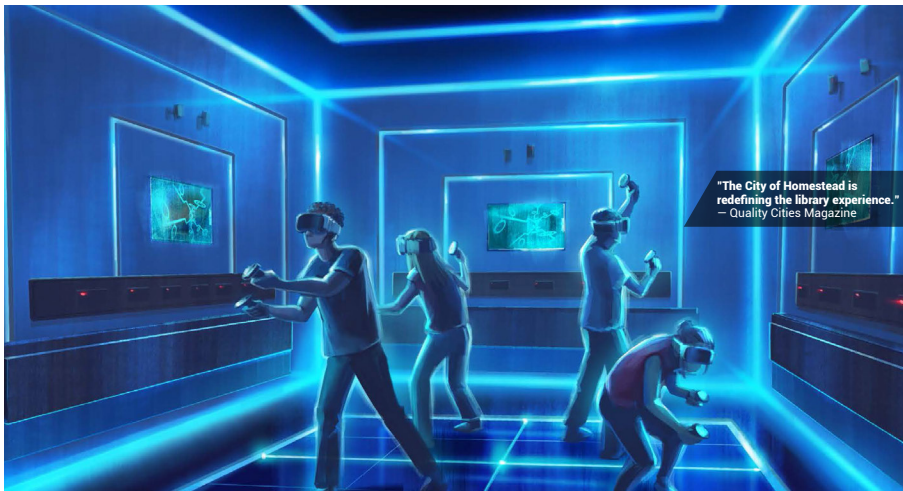
Using innovations like virtual reality, the Cybrarium will bring excitement back to libraries, literacy, and learning!

Constructing the new library in Downtown Homestead, right next to Homestead Station, not only adds to the momentum of the other municipal projects, but it also encourages the private sector to continue to invest in our community.

The Cybrarium will feature dazzling- areas that appeal to all ages, including:

- ▶ **virtual reality cube**
- ▶ **book mountain**
- ▶ **children's theater**
- ▶ **teen tech lounge**

For project updates, visit www.cityofhomestead.com.



"The City of Homestead is redefining the library experience."
— Quality Cities Magazine



"It was designed to break every stereotype - no shushing, no boredom."
— The Miami Herald





HELP OAKLAND PARK

LIMIT THE SPREAD OF COVID-19



DO NOT ENTER

if you have any of the following symptoms:

- ✗ **FEVER**
- ✗ **BODY ACHES**
- ✗ **COUGH**
- ✗ **SORE THROAT**
- ✗ **SHORTNESS OF BREATH**

STAY SAFE - STAY HOME

City services are available online at www.oaklandparkfl.gov.

✓ Utility Bill Pay ✓ Residential Permits ✓ Record Requests ✓ Virtual Meetings ✓ More

For assistance, contact the Call Center at (954) 630-4335.

While inside City buildings, follow these CDC practices to prevent the spread of germs.

Maintain social distancing



Wear a face covering



Sanitize hands



When you get home, wash your hands with soap and warm water for 20 seconds.

Stay home when you're sick



A Community Update from the City of Oakland Park on the

CORONAVIRUS (COVID-19)

Alone?

Uncertain?

Need help?

►► **Your City is Here to Assist**


City staff and volunteers are standing by to try and help you stay safe during the **Coronavirus (COVID-19)** outbreak.


We are committed to doing whatever we can to find the resources and answers you need.


SIGN-UP ONLINE for CodeRED to get call alerts and e-mail updates from the City!

The City has a **CORONAVIRUS CALL CENTER** should you have any questions. The call center will be open weekdays from 8 a.m. to 8 p.m. to assist you.

 **CALL CENTER** **954-630-4335**

 **EMAIL** mycity@oaklandparkfl.gov

 **ONLINE** www.oaklandparkfl.gov




Información en español al reverso.

A Community Update from the City of Oakland Park on the

CORONAVIRUS (COVID-19)

City staff and volunteers are standing by to try and help you stay safe during the **Coronavirus (Covid-19)** outbreak.

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 **CALL CENTER** **954-630-4335**

 **EMAIL** mycity@oaklandparkfl.gov

 **ONLINE** www.oaklandparkfl.gov



CORONAVIRUS

COVID-19 | PREVENTION

WEAR **FACE COVERINGS** IN PUBLIC SPACES

All patrons and residents of the City of Oakland Park are required to wear a facial covering during any essential activities that create in-person interactions with the public. Facial coverings should cover nose and mouth and comply with the CDC recommendations. This county-wide requirement will help minimize the spread of the Coronavirus in public spaces.



Grocery Stores • Restaurants • Pharmacies
Hardware Stores • Food Delivery and More



The City Commission and staff are dedicated to limiting the spread of the Coronavirus and supporting our residents during this challenging time in history.

How can you help?

Join the Oakland Park Volunteer Corps
Contact: Bruce Garrison
Email: bruceg@oaklandparkfl.gov
Phone: (954) 630-4502

Do you need support?

CALL CENTER OPEN WEEKDAYS 8 AM TO 8 PM
954-630-4335

@ mycity@oaklandparkfl.gov

www.oaklandparkfl.gov

www.OPCRA.com



CORONAVIRUS

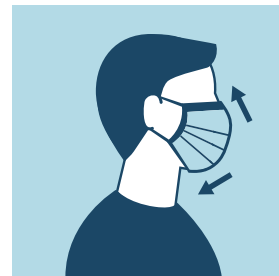
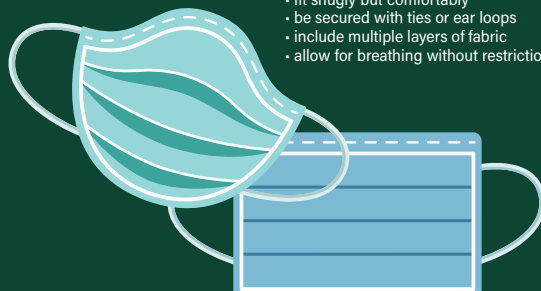
COVID-19 | PREVENTION

WEAR **FACE COVERINGS** IN PUBLIC SPACES

All patrons and residents of the City of Oakland Park are required to wear a facial covering during any essential activities. Facial coverings should cover nose and mouth and comply with the CDC recommendations.

FACE COVERINGS SHOULD:

- fit snugly but comfortably
- be secured with ties or ear loops
- include multiple layers of fabric
- allow for breathing without restriction



Downtown Farmer's Market



Every Second
Wednesday
3-6 PM | October to April

City Hall Plaza
100 Civic Court
Homestead, FL 33030

Vendors will be accepting SNAP and Fresh Access Bucks (FAB) program payments in addition to cash/card.

DH DOWNTOWN HOMESTEAD
In partnership with Homestead Main Street and Homestead Station QALICB

Drive-In 4th of July

★ CELEBRATION ★

Free ADMISSION

Sunday
July 4, 2021
Homestead-Miami Speedway
1 Ralph Sanchez Speedway Blvd., Homestead, FL 33035

7:00 pm
Gates open to Parking Lot

8:30 pm
Tune in to 100.3 FM for music and announcements.

9:00 pm
Fireworks show begins!

- ✓ Tell Your Family and Friends
- ✓ Pack Dinner, Snacks and Drinks
- ✓ Bring Your Own Radio
- ✓ Get There Early and Grab a Parking Spot

HOMESTEAD MIAMI SPEEDWAY

CITY OF HOMESTEAD

Homestead CRA Presents
LUNCH & LEARN
for Small Businesses
with Miami Bayside Foundation*

Topic:
Access to Capital

You will learn...

- Financing Options
- 7 Key Steps to Success in Business Development
- Understanding SBA Loans
- Projections

Space is Limited
Register by November 5

www.cityofhomestead.com/lunch

Date: Wednesday, November 10, 2021
Time: 12 Noon - 1:30 PM

Four Eight Restaurant
48 N. Krome Avenue
Homestead, FL 33030

Free Event
Compliments of the Homestead CRA and Miami Bayside Foundation

*Miami Bayside Foundation is a Small Business Lender

For more information, email mcarter@cityofhomestead.com or call: 305-224-4486

MBF Miami Bayside Foundation

CITY OF HOMESTEAD

VENDOR OUTREACH FAIR

FRIDAY
October 15, 2021
Viernes, Octubre 15, 2021
10 am - 12 pm

opportunities
bid process
cost advice
contractor
business
supplier
purchasing
source
demand
supply
commerce
procure
search

William F. Dickinson Community Center
1601 N. Krome Ave.
Homestead, FL 33030

For more information, contact:
305-224-4620
www.cityofhomestead.com

Learn how to do business with the City of Homestead and meet with City Departments.
Aprenda a conducir negocios con la Ciudad de Homestead y familiarizarse con los Departamentos de la Ciudad.

SOCIAL MEDIA EXAMPLES

cityofhomestead

Downtown Farmer's Market

Every Second Wednesday
3-6 PM | October to April
City Hall Plaza

pick up litter • plant native trees and flowers • pick up after pets • clean up playgrounds and parks • recycle • paint over neighborhood graffiti • sign-up to volunteer

Liked by jonnytax and others

View all 2 comments

cityofhomestead

KEEP HOMESTEAD beautiful

GET INVOLVED!

pick up litter • plant native trees and flowers • pick up after pets • clean up playgrounds and parks • recycle • paint over neighborhood graffiti • sign-up to volunteer

Liked by zgood and others

cityofhomestead The City of Homestead

cityofhomestead

HOMESTEAD. GET THE COVID-19 VACCINE...FREE!

7 DAYS PER WEEK
9AM - 4PM
(NO APPOINTMENT NEEDED)
HARRIS FIELD
675 N Homestead Blvd.
Homestead, FL 33030

For more information: www.MiamiDade.gov/vaccine
305-814-2014

Visit the COVID-19 Information Center for vaccine resources.

cityofhomestead

Drive-In 4th of July

Free Admission

Sunday
July 4, 2021
Homestead Miami Speedway

7:00 pm
Gates open to Parking Lot

9:00 pm
Fireworks show begins!

Liked by zgood and others

cityofhomestead The City of Homestead's annual Independence Day Bash is almost

cityofhomestead

JOB FAIR SATURDAY

MAY 22 10AM TO 3PM

Phichol Williams Community Center

HOMESTEAD COMMUNITY REDEVELOPMENT AGENCY

Don't miss the...
DBE PROGRAM FORUM 3PM TO 4PM

Liked by zgood and others

cityofhomestead The City of Homestead has partnered with local employers,

oaklandparkcra
Oakland Park, Florida

Find IT IN Oakland Park

DINE & SHOP LOCAL

SUPPORT OUR SMALL BUSINESSES

Liked by themiscuelounge and others

oaklandparkcra Expand with us! Learn about CRA incentives that aid your

oaklandparkcra
Oakland Park

Find IT IN Oakland Park

DINE & SHOP LOCAL

SUPPORT OUR SMALL BUSINESSES

Liked by schoolofrockftl and others

oaklandparkcra
Oakland Park, Florida

Find IT IN Oakland Park

DINE & SHOP LOCAL

SUPPORT OUR SMALL BUSINESSES

Liked by marlinsinsuranceagency and

oaklandparkcra

for the ADVENTURER 2020 GIFT GUIDE

10% off swimming lessons and merch
Aquachamps Swim School

10% off personal training
Champions World Boxing & Fitness

Free curbside delivery on \$30 order
Pizaro Auto Repair

Liked by taqueriaelguanaco and others

| WEBSITE CREATION



www.opcra.com

We designed, developed and currently maintain the CRA website for the City of Oakland Park.



www.designop.org

We designed, developed and currently maintain a CRA landing page for Downtown development opportunities available in the City of Oakland Park.





We designed, developed and currently maintain a permit interactive landing page for the City of Oakland Park.



We designed, developed and currently maintain a CRA landing page to provide Oakland Park small businesses with grant opportunities.



City Responsibility and Disclaimer
The processing and review of applications, and determinations regarding awards and payments of grants, under the CARES Act, Small Business Assistance Grant Program are subject to the sole and absolute discretion of the City of Oakland Park. Applicants must acknowledge that grant funds will be awarded by the City in its sole discretion and without recourse to the City regarding any determinations, funding decisions, awards, payments, or other matters related to or arising out of the City's Small Business Assistance Grant Program, and applicants will include a waiver and hold harmless/indemnity provision. The City reserves the right to modify, suspend or terminate the Grant Program at any time.

AD PLACEMENT



On behalf of the Oakland Park City Commission and the 50,000 residents of our diverse community, we are pleased to welcome you to "A City on the Move."

The coronavirus pandemic made 2020 an extremely challenging year for all of us, but we are a resilient community and believe brighter days are ahead for 2021. Small businesses – especially hospitality establishments – are often the foundation of a local economy, and we all share a commitment to patronize our hometown businesses.

One of our recent initiatives to help support our local businesses is "Find it in Oakland Park." The primary objective of this grassroots social media campaign to promote locally-owned restaurants, shops, and nightlife establishments. Take an online tour to see the very best of what Oakland Park has waiting for you at www.opcra.com. You will find a handy GIS map of local businesses and various incentives and promotions to help stretch your leisure spending budget.

We hope you will be quick to discover some of the many attributes that make Oakland Park a special place. Our community offers a wide variety of parks and recreational amenities, such as our "Parade of Orchids" along the Stunson Nature Trail at Royal Palm Park.

You can also enjoy free public access to Oakland Park's J. Dewey Hawkins Landing to launch kayaks, canoes, and stand-up paddleboards. Take a morning or afternoon to experience the serenity of pristine waterways and nature encounters with manatees, abundant birdlife, and even colorful green and orange iguanas!



If you happen to see me in a local restaurant, gym, salon, or shop, please take a moment to say hello and tell us how you are enjoying the Oakland Park community. You just might want to make Oakland Park your permanent home.

Enjoy a Sunny & Safe Stay!
Jane F. Bolin, Mayor

3650 N.E. 12th Avenue • Oakland Park, Florida 33334 • 954.630.4200 • www.oaklandparkfl.gov



You can "Find It" all in Oakland Park. Discover an abundance of craft beer breweries, trendy bars, artisan coffee roasters, and local restaurants.

SUPPORT OUR SMALL BUSINESSES



Visit www.opcra.com and explore our **Business Directory Map!**



Servicios Gratis para todos los Residentes del Condado de Miami-Dade

Realidad Virtual
Teatro para Niños
Salón Steampunk
Libros Nuevos

Horas de Operación

Lunes: 9:30 am a 6 pm
Martes: 11:30 am a 8 pm
Miércoles: 11:30 am a 8 pm
Jueves: 9:30 am a 6 pm
Viernes: 9:30 am a 6 pm
Sábado: 9:30 am a 6 pm
Domingo: 1 pm a 5 pm



¡Regístrese hoy para obtener su tarjeta Cybrarium!

80 W. Mowry Drive, Homestead, FL 33030
www.cybrarium.org

THE EXCITEMENT CONTINUES



"As Mayor, I couldn't be prouder of the progress we've made in creating a stronger Homestead! Together, as a community, we're making great strides to ensure that the excitement continues."

In the past year, we've had incredible accomplishments and celebrated extraordinary milestones, every single achievement bringing us closer to the Homestead you deserve.

We've remodeled and reopened the Seminole Theatre; completed our new home for City business; started construction on our 1st official police station; and began aggressively recruiting businesses for the Downtown area.

I would like to thank the *South Dade Chamber of Commerce* for their work on enhancing the business and career opportunities available to our citizens. I believe that every citizen in this country deserves the chance to create their own purpose. The Chamber's dedication to creating an entrepreneurial spirit in Homestead is critical to our community's growth.

Mayor Jeff Porter



Follow Mayor Porter at www.facebook.com/MayorPorterHomestead

Stay connected at www.cityofhomestead.com

| PAST PERFORMANCE

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): Multi Media Marketing Assoc. Inc.
PROJECT NAME: OPCRA Marketing Support Services
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Multi Media Marketing Assoc. Inc.
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC The City of Oakland Park retains Multi Media Marketing Associates, Inc. (Multi Media) to perform Communications Support Services to support efforts for the Office of the City Manager and the Oakland Park Community Development Agency (OPCRA). In this capacity, Multi Media performs a wide range of consulting, public relations, graphic design, web development and marketing services at the request of the City Manager, City Clerk, or Community and Economic Development Director. As communications and marketing products are tasked, Multi Media's Creative Director assigns projects to the marketing team for execution. Products delivered under this contract include, but are not limited to: branding, campaign development, publications layout, direct mail, e-mail and e-newsletter distribution, wayfinding signage, content/script development, video production, photography, presentation support services, online marketing support, social media support, web and interactive media, and more.

Name of reference:	Kaitlyn Collier, MPA	Phone:	954-630-4475
Title of reference:	External Relations and Communications	E-mail Address:	kaitlyn.collier@oaklandparkfl.gov
Company/Employer:	City of Oakland Park, Florida		

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?

Products delivered under this contract include, but are not limited to: branding, campaign development, publications layout, direct mail, e-mail and e-newsletter distribution, wayfinding signage, content/script development, video production, photography, presentation support services, online marketing support, social media support, web and interactive media, and more. Most recently, they helped us develop the "*Find It in Oakland Park*" campaign to encourage residents to support small businesses.

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?

Multi Media is easily accessible and has consistently devoted the time and personnel necessary to garner successful marketing results. We have been extremely pleased with their support over the years.

3. How long was the awarded Contract for?

Multi Media Marketing has been supporting the City of Oakland Park since 2015.

<p>4. Provide detail information about the competence, level of professionalism, accessibility, and responsiveness of the Firm's personnel supervising and performing services.</p>	<p>Multi Media is easily accessible and their responsiveness to the services provided are unparalleled. Their level of professionalism exceeds expectations and we frequently use Multi Media staff to present important projects to upper management. CRA staff is always highly impressed with the work and turnaround time Multi Media consistently provides.</p>
<p>5. Provide detail information about the Firm's response time, as required by your Agreement. Where there ever any issues and why?</p>	<p>Again, Multi Media staff exceeds our expectations, specifically when it comes to response time. Multi Media staff is aware that, at times, projects are time sensitive and can pop up abruptly. CRA staff knows that projects will be managed/created quickly and can rely on Multi Media to complete the job within the scope and timeline.</p>
<p>6. Provide detail information about the Firm's success at minimizing any issues, quality of work, reporting capabilities and customer service with entities' staff.</p>	<p>Multi Media puts a significant amount of effort into their work product and achieving desired outcomes. Their attention to detail and eagerness to correct any issues in their work product is exceptional. Multi Media interacts with staff in a professional and courteous manner and shows a willingness to capture the essence of each project piece.</p>
<p>7. Provide your level of satisfaction with the Firm's success at keeping you updated and informed, particularly when special needs or problems arise?</p>	<p>CRA staff is extremely satisfied with Multi Media's success at keeping us updated, informed, and providing solutions when conflicts or issues arise.</p>

8. Provide your level of satisfaction with the Firm's overall work throughout the years on the Contract?
Extremely satisfied with Multi Media's overall work product and work ethic throughout the years on the contract.

9. What special projects that were not originally part of the scope of services has the Firm performed.
Luckily, the scope of services provided by Multi Media is broad, from wayfinding signage to social media campaigns. Multi Media is extremely versatile and we are very pleased with the work and dedication they continue to provide to the City.

ADDITIONAL COMMENTS:

SIGNATURE: Kaitlyn Collier Date: 10.31.2021

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): Multi Media Marketing Associates, Inc.
PROJECT NAME: Marketing Support Services
NAME OF FIRM THAT WAS AWARDED THE AGREEMENT: Multi Media Marketing Associates, Inc.
WHAT SPECIFIC SERVICES WERE AWARDED THROUGH THE CONTRACT: PLEASE BE SPECIFIC Multi Media has provided Marketing Support Services to the City of Homestead in support of the Public Affairs Office (PAO). Work is tasked and performed at the request of the Assistant City Manager or the PAO Director in support of different City departments, including the City of Homestead Community Redevelopment Agency. Multi Media has provided a wide variety of communications solutions based on the approved labor hour schedule. Services delivered includes, but is not limited to, the following: strategic planning, public information campaigns, content development, market research, social media marketing, logo creation, brand development, graphic design, video and presentation support, ad creation, media buying, direct mail, digital marketing, website content management, website design layout, special event support, signage and environmental design, promotional products, trade show support, and more.

Name of reference:	Zackery Good	Phone:	305-224-4448
Title of reference:	Assistant to the City Manager	E-mail Address:	zgood@cityofhomestead.com
Company/Employer:	City of Homestead		

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?

While the firm has provided marketing support services for many City departments, they have provided our CRA with the following solutions: annual reports, economic development outreach, printed publications, direct mail, trade show materials and booth, signage, web design, social media, map creation, video production, and more.

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 firm has the necessary personnel and facilities to deliver the services needed. They are easy to access and willing to scale up or down the services needed without hesitation.

3. How long was the awarded Contract for?

They have been supporting the City of Homestead in different capacities since 2010.

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

Multimedia Marketing's project managers have extremely high levels of professionalism, accessibility, and responsiveness. They are highly organized, communicate with staff every step of the way on projects, and return high quality deliverables every time.

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

They have never missed a deadline with us. Deadlines are set on a project-by-project basis.

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

I place high trust in Multimedia Marketing to work directly with representatives from multiple departments and deal with elected officials when appropriate. Their work product is always of the utmost quality and they bring a genuine excitement in their approach to information campaigns.

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

They have been excellent at keeping staff updated on the progress of deliverables. When working on projects that required filming outdoors or at multiple locations they would go above and beyond to double check weather conditions and confirm locations to avoid production delays.

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

I am extremely satisfied with Multimedia Marketing's work over the years. The firm's approach and aesthetic has evolved with that of the City of Homestead, which has been extremely valuable.

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

Due to the general scope of work, no projects are "outside." However, they have worked on several high profile campaigns related to tourism, municipals bonds, and revitalization.

ADDITIONAL COMMENTS:

SIGNATURE: _____

Zachary Good

Date: _____

10/27/2021

| COST PROPOSAL

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	\$ 120.00	\$ 31,680.00	\$ 31,680.00	\$ 31,680.00
2.	Public Relations	\$ 115.00	\$ 11,040.00	\$ 11,040.00	\$ 11,040.00
3.	Press releases generation and distribution	\$ 85.00	\$ 8,160.00	\$ 8,160.00	\$ 8,160.00
4.	Social media account and management	\$ 63.00	\$ 6,048.00	\$ 6,048.00	\$ 6,048.00
5.	Email newsletter	\$ 58.00	\$ 6,960.00	\$ 6,960.00	\$ 6,960.00
6.	Email blasts	\$ 58.00	\$ 2,784.00	\$ 2,784.00	\$ 2,784.00
7.	Blogs	\$ 58.00	\$ 1,392.00	\$ 1,392.00	\$ 1,392.00
8.	Websites	\$ 85.00	\$ 10,200.00	\$ 10,200.00	\$ 10,200.00
TOTAL PER YEAR:			\$ 78,264.00	\$ 78,264.00	\$ 78,264.00
TOTAL FOR 3 YEAR TERM:			\$ 234,792.00		

*For a breakdown of the monthly hours we estimate dedicating to each service area, please see page 30.

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	\$ 95.00
2.	Promotional services	\$ 85.00
3.	Crisis management	\$ 120.00
4.	Consultation services	\$ 120.00
5.	Photography	\$ 150.00
6.	Videography	\$ 250.00
7.	Printing and website design	\$ 85.00
8.	Maintenance services	\$ 85.00
	Additional Services. Describe below in rows 9-11:	
9.		\$
10.		\$
11.		\$

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

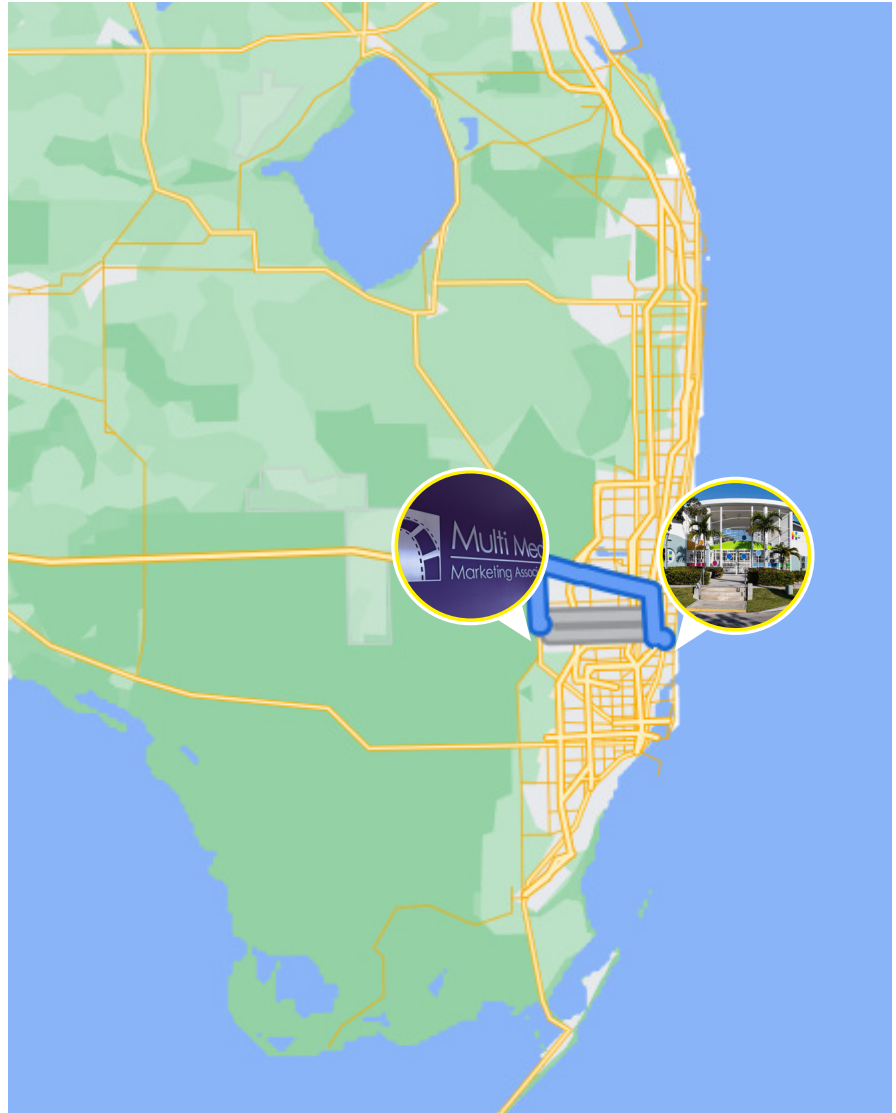
I, Jose Luya, President & CEO
 Name of authorized Officer per Sunbiz and/or legal documentation Title
 of Multi Media Marketing Assoc., Inc.
 Name of Firm as it appears on Sunbiz and/or legal documentation
 hereby attest that I have the authority to sign this notarized certification and certify that the
 above referenced information is true, complete and correct.



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

| LOCAL VENDOR PREFERENCE

Multi Media is not located in Hallandale Beach and therefore, did not submit the requested Local Vendor Preference Tier information; however, Multi Media is located in Broward County within a 35 mile radius of the City of Hallandale Beach.



ADDENDUM

RFP # FY 2021-2022-CRA001

ADDENDUM #1

MARKETING, SOCIAL MEDIA, BRANDING


PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES

QUESTION 59. Can we submit the proposals via email?

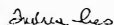
ANSWER # 59. REFER TO PAGE 23 OF THE RFP FOR INSTRUCTIONS ON SUBMITTING PROPOSAL.

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

I ACKNOWLEDGE RECEIPT OF ADDENDUM # 1:

Company	Multi Media Marketing Assoc., Inc. 20841 Johnson Street, #111 Pembroke Pines, FL 33029
Name of person signing below	Jose Luya
Title	President & CEO
Signature	
Date	November 15, 2021

Sincerely,



Andrea Lues, Director, Procurement Department