

# MOSAIC GROUP

Your Visibility Team



Hallandale Beach  
COMMUNITY REDEVELOPMENT AGENCY



The Mosaic Group is pleased to provide continuing marketing services for the Hallandale Beach Community Redevelopment Agency. Enclosed you will find our proposal for services to be rendered from July 1, 2020-September 30, 2020. We are confident that we have the ability to continue providing of the highest quality in an efficient, timely and economical manner. Should you have any questions or concerns please contact Ann Marie Sorrell at (561) 531-4046 or via email at [annmarie@mosaicgroup.co](mailto:annmarie@mosaicgroup.co).

Deliverables	Estimated Fees
Website Updates and Maintenance	\$ 1,500.00
Social Media Updates and Management	\$ 3,000.00
Public Relations (Press Releases, Media Advisories, Media Pitches)	\$ 2,500.00
Email Marketing (Weekly Enewsletters and Eblasts)	\$ 3,000.00
Graphic Design (CRA Programs, Webinars, COVID-19 Updates)	\$ 7,500.00
Project Management, Meetings, Calls, Emails	\$ 2,200.00
Video Production (COVID-19 Response Video)	\$ 4,800.00
BE Local Campaign (including Hallandale Eats & Hallandale Shops Promotions)	
Collateral printing (Flyers, Window/Door Decals, Posters, Door Hangers, Promo VIP cards) - \$3,000	
Micro website development - \$1,500	\$ 4,500.00
BEACON Program promotion	\$ 1,000.00
<b>Totals</b>	<b>\$ 30,000.00</b>



# BE LOCAL CAMPAIGN

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**Georges Etienne**  
*Creative Strategist*

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**BE** a foodie.

**BE** a shopaholic.

BE

in the  
know.



BE

a  
foodie.





BE

a shopaholic.





BE

an  
indulger.  
(responsibly)





**BE**

**in the  
know.**







**BE**  
**excited!**





**BE** loyal to  
local.





**eat  
local.**







**buy  
local.**





**dress  
local.**





grocery  
shop  
**local.**







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