

REQUEST FOR PROPOSALS

**MARKETING, SOCIAL MEDIA & MEDIA RELATIONS:
IMPLEMENTATION SERVICES**

FOR THE LAKE WORTH BEACH CRA

RFP CRA #01-2025



RELEASE DATE: APRIL 8, 2025

SUBMISSION DEADLINE: 3PM ON MAY 20, 2025

LAKE WORTH BEACH COMMUNITY REDEVELOPMENT AGENCY
1121 LUCERNE AVE.
LAKE WORTH BEACH, FL 33460
WWW.LAKEWORTHBEACHCRA.ORG

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Overview of the City of Lake Worth Beach

The City of Lake Worth Beach is located on the southeast coast of Florida, in Palm Beach County, just south of West Palm Beach and north of Delray Beach. Although development in Lake Worth Beach has been intermittent for the last 50 years, development pressure from both the north and south has made the City a focal point for new investment. The City is determined to attract new residents, businesses and activities while still remaining quaint, distinctive and authentic. Lake Worth Beach is known as the place where art is created due to the many artists who call Lake Worth Beach home. It is home to such cultural institutions as the Cultural Council of Palm Beach County, the historic Lake Worth Playhouse, Benzaiten Center for the Arts, and it hosts the annual Street Painting Festival, Pride Fest and Dia de los Muertos. Lake Worth Beach is also known for its inclusive environment and its diverse ethnic make-up.

Property values in this area have been steadily rising in recent years as more residents move to the urban area for its proximity to everything Lake Worth Beach has to offer, including the arts district, unique downtown stores, live entertainment and the beach, which is just a little more than a mile away. Within the next two years, the historic Gulfstream Hotel will once again begin to accept visitors to the City. The City has also already invested more than \$40M into the roads, utilities and public amenities. Additional major capital improvement projects are planned and the CRA is in the midst of attracting a major development project and attraction to the historic downtown. Needless to say, this is an area of south Florida that is undergoing significant and much needed redevelopment.

Background & About the Lake Worth Beach Community Redevelopment Agency

In 1989, the Lake Worth Beach City Commission adopted Resolution 47-89 creating the Lake Worth Beach Community Redevelopment Agency (CRA). The CRA is a quasi-public agency that operates under Florida State Statute 163, Part III. A Community Redevelopment Plan was produced in 1989 to outline the community's desired public and private improvements along with a funding program, including the use of tax increment funds. In 2001, the boundaries of the CRA were expanded to include all of Dixie Highway and the areas including and surrounding 6th and 10th Avenue, also known as the "Gateways."

The primary source of funding is provided through tax increment financing (TIF). Tax increment revenues are deposited into a redevelopment trust fund. The taxable value of all real property in the redevelopment area is determined at a particular year, also known as the "base year." Contributing taxing authorities, such as the City and County, continue to receive ad valorem taxes. Any increase in ad valorem revenue above the base year value is deposited into the redevelopment trust fund and is used to carry out redevelopment activities.

The Lake Worth Beach CRA has undertaken both housing and commercial property development programs and projects over the last twenty years. The goal of the CRA is to spur private investment and improve property values in the CRA District. In 2010 the CRA was awarded \$23M from the Department of Housing and Urban Development for the development of at least 100 new or

rehabilitated affordable housing units. The CRA and its partners far exceeded this goal and, to date, created over 400 residential units. The Lake Worth Beach CRA continues to be a leader in the development of affordable and workforce housing in Palm Beach County. The CRA is currently the recipient of major grant funding from the United States Dept. of Housing and Urban Development (HUD) to help address the housing affordability crisis in Florida.

In addition to the outstanding housing programs initiated by the CRA, the need exists to attract new private investment into the City. The CRA offers several grant programs to entice new businesses, help existing businesses and entice new development in the District. The goal of the CRA is to increase property values and use TIF funding for much-needed infrastructure and other projects.

The Lake Worth Beach CRA is governed by a seven-member volunteer Board appointed by the City Commission. The Board serves the area by implementing our Redevelopment Plan objectives and promoting redevelopment activities. In 2008, the CRA began the LULA, Lake Worth Arts Program with the goal of revitalizing the downtown area of the CRA district by infusing arts with other economic development efforts. The goal of the program includes the establishment of a cultural arts district to support local talent while promoting the City as a destination for the art-related businesses, art and cultural centers and educational arts-related institutions.

The work of the Lake Worth Beach CRA is guided by the Lake Worth CRA Redevelopment Plan and the Lake Worth Arts & Cultural Master Plan. We have designed our plans to work toward a long-term vision while focusing on the CRA's emerging projects and programs to address the pressing needs in the City of Lake Worth Beach. As the City's full-time advocate and economic development champion, the CRA provides:

- Direct Services: Providing incentives and grants to attract and retain businesses.
- Advocacy for the business community: Collaborating on informed & inclusive policy making for the business community and commercial areas of the City
- Planning: Bringing people and organizations together to shape our neighborhood and commercial corridors
- Placemaking: Activating urban spaces, including vacant lots and empty storefronts, with inclusive and appealing programming
- Research: Serving as a central hub for information to be shared with the business community.

The CRA aims to be entrusted to effectively lead, influence and visibly coordinate a better quality of life for the residents and property owners in the City of Lake Worth Beach. It is with this in mind that we now desire to further promote the City and CRA to a wider audience.

Purpose of this RFP

The purpose of this Request for Proposals (RFP) is to solicit qualified submittals from experienced marketing, advertising, public relations, social media and/or media relations firms to raise awareness of the CRA (the client) and City of Lake Worth Beach. This awareness is to be made through overall marketing, initiative management and social media monitoring and management and by working closely with the CRA Staff. Qualified firms should have:

- An understanding of the Lake Worth Beach CRA, its mission and all programs, projects and policies
- Relationships with key media outlets and a strong understanding of the local, state, and national media landscape
- Knowledge of the community and the political landscape in Lake Worth Beach and Palm Beach County
- Relationships with key community leaders
- Experience working with a range of local public, private and non-profit entities
- Experience and knowledge of basic economic development initiatives
- Ability to correspond effectively in English and Spanish

A proactive communication and public relations strategy is imperative to realizing our goals. The CRA has an internal team of employees and outside consultants who currently focuses on events, promotion, brand management, graphic design, photography/videography, social media and member/stakeholder communication.

Our communication and marketing priorities are guided by our brands, which have been updated within the past 4 years. Since 2007, the CRA has been executing a strategy to build organizational awareness, credibility and trust with our residents, property owners, business owners, partners, key stakeholders and the public by focusing on clearly communicating who we are, what we do, and what it means for the City and our community.

As Lake Worth Beach continues to reinvent itself, the CRA's reputation has grown with the city we serve. Local and national recognition of our wide range of services, projects, programs, events, and role in key civic issues has expanded significantly. Our wide variety of offerings necessitate multiple public and media relation strategies and campaigns within a comprehensive, expedited and cohesive strategy. The selected firm or consultant must be able to show their ability to work with a public (government) economic development agency and be able to communicate with related industries.

The firm or consultant(s) should show the ability to develop and produce a comprehensive marketing campaign to drive redevelopment of property within the CRA's Redevelopment Area, with associated business attraction and retention, involve property owners, and position the CRA and the City of Lake Worth Beach as a desirable place to redevelop and invest. The campaign should enhance general perception with strategies to help capitalize on the City of Lake Worth Beach's assets, quality of life and ability to attract new investment and job opportunities.

Over a three-year period, the CRA will provide funding for marketing/ advertising and the production of useful materials to promote the redevelopment of the CRA's Redevelopment Area and the City of Lake Worth Beach, subject to the City's participation. The first year of activities of management and production has an initial budget of \$260K which may be expanded by City involvement.

Scope of Services

Project Management – The consultant will work with CRA Staff and help implement all aspects of the marketing initiative, including the following:

The consultant will develop a marketing campaign that includes creative elements such as design concepts, messages, tagline, and other products to enhance the CRA's brand. A minimum of three distinct creative options must be presented, based on the results of research. The Campaign may include marketing for various users and in multiple languages. Final designs will be delivered, with the for use and the capability of use in the following, but not limited to:

Print Media -Develop strategies with paid media platforms to stay relevant and competitive with other areas/ City's while continuously capturing the attention of new visitors and investors. The Consultant must have access to multiple press outlets and develop diverse media distribution lists and media contacts on behalf of the CRA.

Video and Photography -Assist with the development and production of visually compelling video and photo assets featuring the City of Lake Worth Beach and CRA's location, diversity, neighborhoods, and attractions, including redevelopment opportunities within the CRA's Redevelopment Area. Productions will be used on the CRA/City's website, social media outlets and across all tourism marketing campaign channels and platforms.

Radio/TV advertising – Develop and produce meaningful radio or TV advertisements (if allowed with the budget designated for the program) that introduces or re-introduces people to the CRA and the City of Lake Worth Beach, its many assets and opportunities for business creation, redevelopment opportunities, newly created housing and commercial development.

Social Media- Develop a comprehensive social media calendar and strategy for organic and paid social media posts. Responsible for social media content development, web site enhancements and reporting. Possibly involve influencers and other mediums to reach larger audiences.

Implementation – The Consultant will work with CRA staff to develop guidelines for implementation of the marketing initiatives. These initiatives should include, but are not limited to the following:

- a. Estimated costs/budget associated with the implementation process.
- b. Proposed timelines for development of creative elements.
- c. Recommended positioning logo and brand guidelines.

Deliverables/Activities (Major)

- 1. Meetings with CRA staff to coordinate as the project progresses.
- 2. Attend CRA Board meetings when/if needed to give an update.
- 3. Quarterly reports outlining significant meetings, discussions, actions, and results.

The selected firm or individual will be partly responsible for maintaining the CRA's reputation as the lead economic development agency in the City of Lake Worth Beach balanced with:

- Expanding the CRA's visibility and reputation as an entrusted economic development leader
- Increasing recognition of the CRA's projects and programs to attract new investment and showcase our commitment to economic redevelopment by using the arts as a catalyst
- Increase understanding of the importance of the historic downtown to the City as a whole
- Increased recognition from public officials of our positions and why they matter to downtown and the community
- Assisting with building grassroots campaigns for our business community
- Implementation of continuous and consistent media coverage locally and nationally

The CRA's goals & objectives to be achieved by this RFP include, but are not limited to:

a. Uniformity – A defined message that will market the CRA & City of Lake Worth Beach locally, statewide, nationally and internationally as a great place to live, work, shop, and do business; a community focused on sustainability and; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.

b. Community Identity/Pride – Identify and promote what makes the CRA and the overall City of Lake Worth Beach distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.

c. Community and Economic Development Promotion – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent.

Minimum Requirements

The selected firm or individual will, at a minimum:

- Be an experienced, stable and professional firm which has extensive social media knowledge skills and experience.
- Worked with other public/governmental agencies on similar projects.
- Worked with other economic development agencies or companies on similar projects.
- Ability to create content in English and Spanish (when needed)

Relevant Experience and Past Performance

Proposers are required to identify related work performed that has been successfully completed to date or is actively underway. Most notably, identify work that most closely resembles the type of services sought in this proposal. For each project, please list:

- Project name and address
- Contact person, title, phone number and email
- Detailed description of the type of project
- The duration of the services provided including start and completion dates
- Value of each contract

Please provide at least three business-related references for projects that are submitted as part of the proposers past performance who can be contacted for an independent evaluation of your work (EXHIBIT 'C'). Before submission of a proposal, applicants are strongly encouraged to visit lakeworthbeachcra.org and Lakewortharts.com for further edification.

All responses must be delivered or mailed to:

Lake Worth Beach Community Redevelopment Agency

Attn: Emily Theodossakos / Chris Dabros

1121 Lucerne Avenue

Lake Worth Beach, FL 33460

Emails should be sent to: cdabros@lakeworthbeachfl.gov

ENVELOPE MUST BE IDENTIFIED AS RFP CRA #01-2025

AND RECEIVED AT THE CRA OFFICE NO LATER THAN 3:00 PM on May 20, 2025

The documents included or incorporated in this RFP constitute the complete set of instructions, scope of work, specification requirements and forms. It is the responsibility of the submitter to ensure that all pages are included.

All must be typed or written in ink and must be signed in ink by an officer who has authority to represent the company. Signatures are required where indicated; failure to do so shall be cause for rejection of the submittal.

Changes and Interpretations

Any changes to this RFP will be made by written addenda. A written addendum is the only official method whereby interpretation, clarification or additional information can be given. All addenda will be posted on the CRA's website -www.lakeworthbeachcra.org. It is the sole responsibility of each Proposer to check the CRA's website for posted addenda. The CRA will not mail, email or fax any addenda to any Proposer.

All questions regarding this RFP should be submitted in writing via mail or e-mail and must be received by the CRA no later than ten (10) calendar days prior to the due date for submissions:

Send all questions and inquiries to:
Lake Worth Beach CRA Office
Chris Dabros, Deputy Director
1121 Lucerne Avenue
Lake Worth Beach, FL 33460
EMAIL: cdabros@lakeworthbeachfl.gov

All questions will be answered via addenda. If a question is not answered, the submitting firm should assume all relevant information is contained within this RFP. The CRA will strive to issue all addenda at least three (3) business days before the proposal due date; however, the CRA reserves the right to issue any addenda at any time.

Property of the CRA

All materials submitted in response to this RFP become the property of the CRA. The CRA has the right to use any or all ideas presented in any response to this RFP, whether amended or not, and selection or rejection of a proposal(s) does not affect this right. No variances to this provision shall be accepted.

RFP Timetable

The anticipated schedule for this RFP and contract approval is as follows:

- | | | |
|---|--|---------------|
| • | Submittals Due to CRA Office: | May 20, 2025 |
| • | Short List Announcement (if needed): | May 28, 2025 |
| • | Ranking of firms by Committee Members: | June 3, 2025 |
| • | Firm to be Approved by CRA Board: | June 10, 2025 |

The CRA reserves the right to amend the anticipated schedule as it deems necessary.

Cone of Silence

In accordance with the Palm Beach County Lobbyist Registration Ordinance and the City of Lake Worth Beach procurement code, the City's procurement cone of silence will be in effect as of the due date for proposers in response to this RFP. A complete copy of the City's procurement code is available on-line and at municode.com under the City's code of ordinances (Sections 2-111-2-117). All Firms are highly encouraged to review the ordinance. In summary, the code of silence prohibits communication between certain City/CRA official's employees and agents and any entity or person seeking to be awarded a contract. The cone of silence terminates at the time of the award, rejection of all responses or some other action by the City/CRA to end the selection process.

Ethics Requirement

This RFP is subject to the State of Florida Code of Ethics and the Palm Beach County Code of Ethics. Accordingly, there are prohibitions and limitations on the employment of City officials and employees and contractual relationships providing a benefit to the same. Respondents are highly encouraged to review both the Florida Code of Ethics and the Palm Beach County Code of Ethics to ensure compliance with the same.

Disclosure and Disclaimer

The information contained herein is provided solely for the convenience of Respondents. It is the responsibility of a Respondent to assure itself that information contained herein is accurate and complete. Neither the CRA nor its advisors provide any assurances as to the accuracy of any information in this RFP. Any reliance on the contents of this RFP, or on any communications with CRA representatives or advisors, shall be at each Proposer's own risk. Proposers should rely exclusively on their own investigations, interpretations and analyses in connection with this matter. The RFP is being provided by the CRA without any warranty or representation, express or implied, as to its content; accuracy or completeness and no Respondent or other party shall have recourse to the CRA if any information herein contained shall be inaccurate or incomplete. No warranty or representation is made by the CRA that any response conforming to these requirements will be selected for consideration, negotiation or approval.

In its sole discretion, the CRA may withdraw this RFP either before or after receiving proposals, may accept or reject proposals, and may accept proposals which deviate from the non-material provisions of this RFP. In its sole discretion, the CRA may determine the proposals and acceptability of any firm or firms submitting proposals in response to this RFP. Following submission of a response, the Firm agrees to promptly deliver such further details, information and assurances, including, but not limited to, financial and disclosure data, relating to the response and/or the Firm, including the Firms affiliates, officers, directors, shareholders, partners and employees, as requested by the CRA. Any action taken by the CRA in response to submittals made pursuant to this RFP or in making any award or failure or refusal to make any award pursuant to such responses, or in any cancellation of award, or in any withdrawal or cancellation of this RFP, either before or after issuance of an award, shall be without any liability or obligation on the part of the CRA, or their advisors.

Any recipient of this RFP, who responds hereto, fully acknowledges all the provisions of this Discloser and Disclaimer and agrees to be bound by the terms hereof. Any response submitted pursuant to this RFP is at the sole risk and responsibility of the party submitting such a response.

Contract Agreement

The terms and conditions of the resulting contract for the services to be rendered will be negotiated with the successful respondent. If the CRA and the successful respondent cannot agree on the terms and conditions of the resulting contract, the CRA reserves the right to terminate negotiations with the successful respondent and move to the next ranked respondent to commence negotiations. Negotiations may continue in this process until the CRA is able to enter into a contract with a respondent that best meets the needs of the CRA.

Insurance Requirements

Prior to execution of the resulting contract derived from this RFP, the awarded firm shall always obtain and maintain in force during the term of the resulting contract insurance coverage as required herein. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. The Certificates shall clearly indicate that the firm has obtained insurance of the type, amount, and classification as required for strict compliance with this provision and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the CRA. Compliance with the foregoing requirements shall not relieve the firm of its liability and obligations under the resulting contract.

- A. The firm shall maintain, during the term of the contract, standard Professional Liability Insurance in the minimum amount of \$1,000,000.00 per occurrence.
- B. The firm shall maintain, during the life of the contract, commercial general liability, including public and contractual liability insurance in the amount of \$1,000,000.00 per occurrence (\$2,000,000.00 aggregate) to protect the firm from claims for damages for bodily and personal injury, including wrongful death, as well as from claims of property damages which may arise from any operations under the contract, whether such operations be by the firm or by anyone directly or indirectly employed by or contracting with the firm.
- C. The firm shall carry Workers' Compensation Insurance and Employer's Liability Insurance for all employees as required by Florida Statutes.

All insurance, other than Professional Liability and Workers' Compensation, to be maintained by the firm shall specifically include the Lake Worth Beach CRA as an "Additional Insured".

Evaluation and Award

The CRA will assemble an Evaluation Committee to evaluate the proposals from respondents. The Evaluation Committee will convene for a public meeting to evaluate and rank the most advantageous responses and make a recommendation for contract award to the CRA Board. CRA Staff will notify all submitting Respondents and advertise the Evaluation Committee meeting in the appropriate media as directed by law. The CRA Board is not bound by the recommendation of the Evaluation Committee and the CRA Board may deviate from the recommendation in determining the best overall response which is most advantageous and in the best interest of the CRA District. Each Response will be evaluated individually and in the context of all other responses. Submittals must be fully responsive to the requirements described in this RFP and to any subsequent requests for clarification or additional information made by the CRA through written addenda to this RFP. Submittals failing to comply with the submission requirements, or those unresponsive to any part of this RFP, may be disqualified. The CRA reserves the right to award the contract to the Respondent submitting the best overall responsive submittal which is most advantageous and in the best interest of the CRA District. The CRA shall be the sole judge of the submissions and the resulting contract that is in its best interest and its decision shall be final.

While the CRA allows Responders to specify any desired variances to the RFP terms, conditions, and specifications, the number and extent of variances taken will be considered in determining the Respondent who is most advantageous to the CRA. Evaluation Scoring Criteria has been incorporated into the RFP document.

Representations by Submittal of Firms

By submitting a response, the Firm warrants, represents and declares that:

- A. Person(s) designated as principal(s) of the Firm are named and that no other person(s) other than those therein mentioned has (have) any interest in the submittal or in the anticipated contract.
- B. The submittal is made without connection, coordination or cooperation with any other persons, company, firm or party submitting another proposal, and that the Firm submitted is, in all respects, fair and in good faith without collusion or fraud.
- C. The Firm understands and agrees to all elements of the submission unless otherwise indicated or negotiated, and that the response may become part of any contract entered between the CRA and the Firm.
- D. By signing and submitting a response, Submitter certifies that Firm and any parent corporations, affiliates, subsidiaries, members, shareholders, partners, officers, directors or executives thereof are not presently debarred, proposed for debarment or declared ineligible to bid or participate in any federal, state or local government agency projects.

- E. Pursuant to 287.133, Florida Statutes, a person or affiliate who has been placed on the convicted firm list maintained by the State of Florida may not submit a submittal to the CRA/City of Lake Worth Beach for 36 months following the date of being placed on the convicted firm list. Proposer certifies that submittal of its proposal does not violate this statute.
- F. Proposer recognizes and agrees that the CRA will not be responsible or liable in any way for any losses that the Firm may suffer from the disclosure or submittal of response information to third parties.

Protests

Any actual Firm who is aggrieved in connection with this RFP may protest such procurement. The protest must be filed with the CRA in accordance with the City of Lake Worth Beaches procurement code. A complete copy of the City's procurement code is available on-line at municode.com under the City's code of ordinances (sections 2-111 – 2-117). The protest procedures are set forth at section 2-115. There are strict deadlines for filing a protest. Failure to abide by the deadlines will result in a waiver of the protest.

Compliance

All proposals received in accordance with this RFP shall be subject to applicable Florida Statutes governing public records including without limitation Chapter 119, Florida Statutes.

END OF GENERAL INFORMATION

Submittal Requirements

All submittals must contain the following documents, each fully completed and signed as required:

- **Letter of Transmittal:** Each submittal must include a letter of transmittal containing the firms or individuals' interest in providing services and the signature of the representative authorized to enter into signed contracts for the prime consultant. This letter should not exceed two pages in length.
- **Exhibits:** Each submittal must include the four EXHIBITS attached to this RFP document.

Each firm is asked to submit five bound hard copies plus one electronic copy of their submittal, preferably on a portable drive or CD (an emailed electronic version is acceptable). CRA Staff will be responsible for ensuring all submittals responded to the RFP accordingly and have provided all the necessary information to be considered "responsive." This includes handing in the qualifications by the time and date specified earlier in this request. The CRA will establish an evaluation committee to review the submittals and rank them according to the point system explained above. The evaluation committee will then make a formal recommendation to the CRA Board for approval.

Selection Criteria and Points

Background/ Experience working with Special Districts/ Government Clients 25 points

Knowledge of Lake Worth Beach and Palm Beach County 25 points

Knowledge of Economic Development and Housing Initiatives 25 points

Proposed Strategy 25 points



SUBMITTING FIRM'S INFORMATION PAGE

Name of Company/ Firm:

Principal Signature

Principal Name (Print)

Title of Principal: _____

Street Address

City

State

Zip Code

Telephone: _____

Fax: _____

Email Address: _____

Web Site: _____

Federal Identification Number: _____

This signatory form is a requirement of every Firm who submits a proposal.

EXHIBIT 'A'
CONFIRMATION OF DRUG-FREE WORKPLACE

In accordance with Section 287.087, Florida Statutes, whenever two or more proposals are equal with respect to price, quality, and service which are received by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. To have a drug-free workplace program, a business shall:

- (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 proposal 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 proposal, 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 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than 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 the person authorized to sign this statement on behalf
of _____, I certify that
_____ complies fully with the above
requirements.

Authorized Representative's Signature

Date

Name

Position

** If this form is not returned, the CRA will assume the responding Firm has not implemented a drug-free workplace program.

EXHIBIT 'B'
SIMILAR SERVICES PROVIDED

List three (3) similar assignments successfully completed in the past five (5) years by the individual, firm, or project manager assigned to the project.

Completed Assignment #1:

Agency/company: _____

Current contact person at agency/company: _____

Telephone: _____ E-mail: _____

Address of agency/company: _____

Name of project: _____

Description: _____

Project value: _____ Start date: _____ Completion date: _____
(month/year) (month/year)

Name(s) of assigned personnel:

Project manager: _____

Completed Assignment #2:

Agency/company: _____

Current contact person at agency/company: _____

Telephone: _____ E-mail: _____

Address of agency/company: _____

Name of project: _____

Description: _____

Project value: _____ Start date: _____ Completion date: _____
(month/year) (month/year)

Name(s) of assigned personnel:

Project manager: _____

Completed Assignment #3:

Agency/company: _____

Current contact person at agency/company: _____

Telephone: _____ E-mail: _____

Address of agency/company: _____

Name of project: _____

Description: _____

Project value: _____ Start date: _____ Completion date: _____
(month/year) (month/year)

Name(s) of assigned personnel:

Project manager: _____

EXHIBIT 'C'
REFERENCES

Below, or on an attached sheet, list references per the RFP requirements for providing public relations / media relations for an economic development agency. Provide the name, addresses and telephone numbers of either public (governmental) or private organizations, for whom you now are, or have **within the past five (5) years** provided services.

REFERENCE #1

Name of Client:

Address:

Phone: (____) _____

Contact Person: _____ Title: _____

Description of services:

REFERENCE #2

Name of Client:

Address:

Phone: (____) _____

Contact Person: _____ Title: _____

Description of services:

REFERENCE #3

Name of Client:

Address:

Phone: (____) _____

Contact Person: _____ Title: _____

Description of services:

EXHIBIT 'D'

SCRUTINIZED COMPANIES CERTIFICATION FORM

By execution below, I, _____,
on behalf of _____

_____ (hereinafter, the
"Contractor"), hereby swear or affirm to the following certifications:

The following certifications apply to all procurements:

1. The Contractor has reviewed section 215.4725, Florida Statutes, section 215.473, Florida Statutes and section 287.135, Florida Statutes, and understands the same.
2. The Contractor is not on the Scrutinized Companies that Boycott Israel List nor is the Contractor engaged in a boycott of Israel.
3. If awarded a contract, the Contractor agrees to require these certifications for applicable subcontracts entered into for the performance of work/services under this procurement.
4. If awarded a contract, the Contractor agrees that the certifications in this section shall be effective and relied upon by the City for the entire term of the contract, including any and all renewals.

If the contract awarded hereunder is for one million dollars or more, the following additional certifications apply:

1. The Contractor is not on the Scrutinized Companies with Activities in Sudan List.
2. The Contractor is not on the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.
3. The Contractor is not engaged in business operations in Cuba or Syria.
4. If awarded a contract, the Contractor agrees to require these certifications for applicable subcontracts entered into for the performance of work/services under this procurement.
5. If awarded a contract, the Contractor agrees that the certifications in this section shall be effective and relied upon by the City for the entire term of the contract, including any and all renewals.

SUBMITTER:

By: Name: _____

Title: _____

Date: _____

STATE OF FLORIDA

COUNTY OF _____

The foregoing instrument was sworn to (or affirmed) and subscribed before this _____ day of _____, 20____, by _____, who is the _____ of _____, who is personally known to me or who has produced _____ as identification.

NOTARY PUBLIC

Printed Name of Notary: _____

My Commission expires: _____