



AGENDA

Lake Park Town Commission
Town of Lake Park, Florida
Regular Commission Meeting
Wednesday, November 18, 2020, 6:30 P.M.
Commission Chamber, Town Hall
535 Park Avenue, Lake Park, FL 33403

Michael O'Rourke	—	Mayor
Kimberly Glas-Castro	—	Vice-Mayor
Erin T. Flaherty	—	Commissioner
John Linden	—	Commissioner
Roger Michaud	—	Commissioner
<hr style="border-top: 1px dashed black;"/>		
John O. D'Agostino	—	Town Manager
Thomas J. Baird, Esq.	—	Town Attorney
Vivian Mendez, MMC	—	Town Clerk

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. *Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.*

- A. **CALL TO ORDER/ROLL CALL**
- B. **PLEDGE OF ALLEGIANCE**
- C. **SPECIAL PRESENTATION/REPORT:**
 - 1. Presentation of International Institute of Municipal Clerk's (IIMC) Master Municipal Clerk (MMC) Designation to Deputy Town Clerk Shaquita Edwards by Florida Association City Clerk (FACC) Southeast District Director Lanelda Gaskins. Tab 1
- D. **PUBLIC COMMENT:**

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Town Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.
- E. **CONSENT AGENDA:** All matters listed under this item are considered routine and action will be taken by one motion. There will be no separate discussion of these items unless a Commissioner or person so requests, in which event the item will be removed from the general order of business and considered in its normal

sequence on the agenda. Any person wishing to speak on an agenda item is asked to complete a public comment card located on either side of the Chambers and given to the Town Clerk. Cards must be submitted before the item is discussed.

- 2. October 21, 2020 Regular Commission Meeting Minutes. Tab 2
- 3. November 4, 2020 Regular Commission Meeting Minutes Tab 3

F. BOARD MEMBERSHIP APPLICATION:

- 4. Nomination for Board Membership on the Town Tree Board Tab 4

G. PUBLIC HEARING(S) - ORDINANCE ON FIRST READING: None

H. PUBLIC HEARING(S) - ORDINANCE ON SECOND READING: None

I. NEW BUSINESS:

- 5. Resolution 77-11-20 Award of the Contract for Marketing Services for the Town of Lake Park between the Town of Lake Park, Florida and Strategic Marketing, LLC Request for Proposal 109-2020. Tab 5

- 6. Resolution 78-11-20 Fiscal Year End 2019/2020 Budget Adjustment Tab 6

- 7. Resolution 80-11-20 Authorizing and Directing the Mayor to Sign an Inter-local Agreement with Seacoast Utility Authority for Joint Participation and Project Funding for the Lake Shore Drive Drainage Improvements Project Bid Number 106-2020 Tab 7

- 8. Discussion: Special Events COVID-19 Checklist Tab 8

J. PUBLIC COMMENT:

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Town Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

K. TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:

L. REQUEST FOR FUTURE AGENDA ITEMS:

M. ADJOURNMENT:

Next Scheduled Regular Commission Meeting will be held on December 2, 2020

Special Presentations /Reports

TAB 1



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 1

Agenda Title: Presentation of Master Municipal Clerk Designation and Lapel Pin to Deputy Town Clerk

- SPECIAL PRESENTATION/REPORTS** **CONSENT AGENDA**
- BOARD APPOINTMENT** **OLD BUSINESS**
- PUBLIC HEARING ORDINANCE ON FIRST READING**
- NEW BUSINESS**
- OTHER:** _____

Approved by Town Manager *S. D. Gaskin* **Date:** 10/6/2020

Vivian Mendez, Town Clerk _____

Name/Title

<p>Originating Department: Town Clerk</p>	<p>Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____</p>	<p>Attachments: <ul style="list-style-type: none"> . International Institute of Municipal Clerks Email . Master Municipal Clerk Designation Certificate </p>
<p>Advertised: Date: _____ Paper: _____ <input type="checkbox"/> Not Required</p>	<p>All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.</p>	<p>Yes I have notified everyone _____ OR Not applicable in this case VM. Please initial one.</p>

Summary Explanation/Background: On July 14, 2020 the Town Clerk’s Office received a congratulatory email from the International Institute of Municipal Clerks (IIMC) announcing that Deputy Town Clerk Shaquita Edwards had been awarded the designation of Master Municipal Clerk. Ms. Edwards had been working toward this designation since June 2016.

The purpose of this agenda item is to have the Florida Association of City Clerk Southeast Director Lanelda Gaskin, Town Clerk, Town of Highland Beach present Ms. Edwards with the Certificate and Lapel Pin.

Recommended Motion: No recommended motion is necessary.

Shaquita Edwards

From: Ashley DiBlasi <ashley@iimc.com>
Sent: Tuesday, July 14, 2020 12:40 PM
To: Shaquita Edwards
Subject: Congratulations on your MMC Designation

CAUTION: This email originated from outside of the Town of Lake Park. Do not click links or open attachments unless you recognize the sender and know the content is safe!



07/14/2020

Dear Shaquita Edwards, MMC:

Congratulations! It is my pleasure to inform you that you have fulfilled all the requirements of the Master Municipal Clerk (MMC) Program of the International Institute of Municipal Clerks (IIMC) and have earned your MMC designation. Your certificate and your pin (and plaque if you purchased it) will be shipped to you today.

The MMC is more than a pin, a certificate and three letters at the end of your name. It is a declaration that you are proficient in your important position and that you have demonstrated mastery of administrative skills critical to good government.

I extend my warmest congratulations to you and wish you all the best in your professional endeavors.

Ashley DiBlasi
Assistant Director of Professional Development
IIMC Education Department



Hereby Confers The Designation of

Master Municipal Clerk

Upon

Shaquita Edwards, MMC

In Fulfillment Of Requirements Prescribed By The
International Institute Of Municipal Clerks.

Certified This 14 Day Of July A.D. 2020

IIMC President

IIMC Director of Education

Consent Agenda

TAB 2



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 2

Agenda Title: October 21, 2020 Regular Commission Meeting Minutes.

- SPECIAL PRESENTATION/REPORTS **CONSENT AGENDA**
- BOARD APPOINTMENT OLD BUSINESS
- PUBLIC HEARING ORDINANCE ON ____ READING
- NEW BUSINESS
- OTHER: _____

Approved by Town Manager *[Signature]* **Date:** 11/5/2020

Vivian Mendez, Town Clerk
Name/Title

Originating Department: <p style="text-align: center;">Town Clerk</p>	Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____	Attachments: Meeting Minutes Exhibit "A"
Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone _____ OR Not applicable in this case. Please initial one.

Recommended Motion: To approve the October 21, 2020 Regular Commission Meeting Minutes.



**Minutes
Town of Lake Park, Florida
Regular Commission Meeting Minutes
Wednesday, October 21, 2020, 6:45 PM
Town Hall Commission Chamber, 535 Park Avenue
Lake Park, Florida 33403**

The Town Commission met for the purpose of a Regular Commission Meeting on Wednesday, October 21, 2020 at 6:45 p.m. Present were Mayor O'Rourke, Vice-Mayor Kimberly Glas-Castro, Commissioners Erin Flaherty, John Linden, Roger Michaud, Town Manager John D'Agostino, Attorney Thomas Baird, and Town Clerk Vivian Mendez.

Town Clerk Mendez performed the roll call and Fire Chief Mike Wells led the pledge of allegiance.

PUBLIC COMMENT:

None

CONSENT AGENDA:

- 1. October 7, 2020 Regular Commission Meeting Minutes**
- 2. Resolution 73-10-20 Approving the Submission and Authorizing the Mayor To Sign the Library's Annual State Aid to Libraries Grant Agreement.**
- 3. Resolution 74-10-20 Authorizing and Directing the Mayor to sign an Agreement with West Construction, Inc. for the Design and Construction of a Parking Lot on the Community Redevelopment Agency (CRA) Property located off Foresteria Drive behind the 700 Block of Park Avenue.**

Motion: Commissioner Michaud moved to approve the consent agenda; Commissioner Linden seconded the motion.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Flaherty	X		
Commissioner Linden	X		
Commissioner Michaud	X		
Vice-Mayor Glas-Castro	X		
Mayor O'Rourke	X		

Motion passed 5-0.

PUBLIC HEARING – ORDINANCE ON FIRST READING:

None

PUBLIC HEARING – ORDINANCE ON SECOND READING:

None

NEW BUSINESS:

4. Resolution 75-10-20 Award of Contract for Building Official Services.

Town Manager D’Agostino explained that the Award of Contract for Building Services would be postponed until further notice. He explained that the Town had received a Bid Protest in response to the Intent to Award Letter. Town Attorney Baird explained that the agenda item would be revisited upon the conclusion of the protest process.

5. Resolution 76-10-20 Authorizing and Directing the Mayor to Execute an Extension Of the Town’s Contract with Hy-Byrd, Inc. for Building Official/Inspection Services.

Town Manager D’Agostino provided a summary explanation of the item.

Motion: Commissioner Michaud moved to approve Resolution 76-10-20; Commissioner Linden seconded the motion.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Flaherty	X		
Commissioner Linden	X		
Commissioner Michaud	X		
Vice-Mayor Glas-Castro	X		
Mayor O’Rourke	X		

Motion passed 5-0.

PUBLIC COMMENT:

None

FUTURE AGENDA SUGGESTIONS:

None

TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:

Town Attorney Baird had no comments.

Town Manager D’Agostino announced the following comments within Exhibit “A”. Discussion ensued regarding the extension of temporary outdoor seating.

Motion: Commissioner Linden moved to extend temporary outdoor seating in the Town of Lake Park and revisit the issue in January 2021; Commissioner Michaud seconded the motion.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Flaherty	X		
Commissioner Linden	X		
Commissioner Michaud	X		

Vice-Mayor Glas-Castro	X		
Mayor O'Rourke	X		

Motion passed 5-0.

Commissioner Linden recognized Jen Lacobucci of the Special Events Departments for her assistance with the Senior Give-Away during the Business at Breakfast Event. He expressed anticipation for the Town of Lake Park Trunk or Treat Event. He announced that the Diversity Council Meeting regarding Racial Equity was rescheduled to October 27, 2020, 5:30 p.m. - 8:00 p.m.

Commissioner Michaud had no comments.

Commissioner Flaherty had no comments.

Vice-Mayor Glas-Castro had no comments.

Mayor O'Rourke welcomed Fire Chief Mike Wells to address the Commission. Chief Wells provided an update of the continuous COVID-19 practices at the Town of Lake Park Fire Station.

ADJOURNMENT

There being no further business to come before the Commission and after a motion to adjourn by Commissioner Michaud and seconded by unanimous vote, the meeting adjourned at 7:17 p.m.

Mayor Michael O'Rourke

Town Clerk, Vivian Mendez, MMC

Deputy Town Clerk, Shaquita Edwards, MPA, MMC

Town Seal

Approved on this _____ of _____, 2020

TOWN MANAGER COMMENTS

TOWN COMMISSION MEETING

OCTOBER 21, 2020

COVID-19 UPDATE

During my Town Manager comments, I always provide an update on the number of positive COVID-19 cases to date for the Town of Lake Park. Unfortunately, I am unable to do so this evening because the Florida Department of Health COVID-19 website did not update its numbers today. According to today's Palm Beach Post, no reason has been given for the lack of an update today; however, staff will continue to check for updates and advise the Commission by email of the latest numbers for the Town of Lake Park.

The most recent information I have to provide to the Commission and to the general public this evening from the Florida Department of Health COVID-19 website is that as of according to data through 10/19/2020 and as verified on 10/20/2020 at 9:25 a.m., there were 164 cases for the Town of Lake Park.

COMMUNITY DEVELOPMENT

C-3 Area: Throughout the summer months, the Managers, Staff and Attorneys in Lake Park and North Palm Beach have been discussing the C-3 area on the southeast corner of Northlake and US-1. As the Town Commission may recall, we hired Dover Kohl to carry us through this process. This process was stalled at around the 60% mark since it was determined that while the regulations developed for North Palm and Lake Park were quite similar, that the Town had its own preferences for the C-3 area, particularly since we have recently developed a mixed-use area along US-1 that has worked well so far thereby presenting an ability to incorporate similar provisions to the C-3 area. The Town Commission also enacted a zoning in progress in April 2020 to provide the time needed to work through the regulations. These discussions led to the Managers of both municipalities agreeing that before anything additional is worked on, that a market study is performed in partnership with the Treasure Coast Regional Planning Council and their consultant, WT-L, so as to identify emerging uses and other development variables that the market will bear in the C-3 area, in an attempt to put a regulatory plan in place that facilitates investment. In addition, the market study would look at the parking structure concept in an effort to determine adequate revenue sharing between the municipalities and market based uses for development that would support it. The Managers agreed to share the cost of this study, contingent on elected body approvals. A proposal was presented to the Town however, the Manager in North Palm communicated to the Town that he would be working on an Interlocal Agreement with the Treasure Coast Regional Planning Council that would facilitate the process for the market study, which will take approximately 4-5 months to complete after approved. This is still in progress and a call is scheduled between the Managers, Staff and Treasure on Friday, October 23. It is anticipated that the Comp Plan and LDRs will then take another 4-5 months to complete after the market study is completed therefore, it is estimated that the entire process will likely be concluded around September 2021.

Temporary Outdoor Seating due to COVID-19: The Town Commission previously approved a temporary solution to the limited capacity scenario caused by COVID-19, by allowing temporary outdoor seating. In addition, the Commission also allowed the temporary ability to bring indoor operations, outdoors as it relates to outdoor entertainment...as well as the ability to allow a licensed food truck to help boost sales. The Governor announced the ability to revert back to 100% capacity and Palm Beach County issued a similar order as well on September 29 which is applicable to restaurants. Would the Town Commission like to extend these temporary outdoor seating and food truck provisions for the time being and possibly revisit them in January 2021, as businesses work through their recovery over the next few months (if so, establishments can still not exceed their 100% approved occupancy between the indoor and outdoor spaces)? Currently, three locations have taken advantage of these temporary provisions: The Kelsey Theatre; Costal Karma and Southern Kitchen.

LIBRARY NEWS

The Lake Park Public Library is one of only 20 libraries to be awarded the American Library Association Community Connect grant. This grant will provide the library with five hotspots to loan to patrons, as well as a \$2,000 stipend that will support the library's provision of financial education programming to the public.

PBC EARLY VOTING INFORMATION

Early Voting for the 2020 General Election is Monday, October 19th through Sunday November 1, 2020. **The Lake Park Precinct that you are assigned to and normally vote at IS NOT AN EARLY VOTING LOCATION!** Registered voters in Palm Beach County can vote at any Early Voting location. The closest options to Lake Park are:

Early Voting Site and Mobile Van Ballot Drop Off:

Gardens Branch Library, 11303 Campus Dr., Palm Beach Gardens.
Wells Rec Community Center, 2409 Avenue H West, Riviera Beach

Secure Drop Box:

Supervisor of Elections Office North County Branch Office, Northeast County Courthouse, 3188 PGA Blvd., Room #2401, Palm Beach Gardens.

For a complete list of Early Voting Sites and Vote-by-Mail Ballot Drop Off Locations you may call the Palm Beach County Supervisor of Elections Office 561-656-6200 or visit www.pbcelections.org for additional information on Early Voting. The 2020 General Election date is Tuesday, November 3, 2020.

SPECIAL EVENTS

Florida City Government Week

October 19-25, 2020 is a time for municipalities to provide and foster civic education,

collaboration, volunteerism and more. Through Florida City Government Week, we hope to bring awareness to city government's role in enhancing the quality of life in communities.

Senior Resource Giveaway

The Town will host a **Senior Resource Giveaway Drive-Up Event** on **Friday, October 23**. This event will be held from **8:00 am – 10:00 am** at the **Lake Park Public Library**. Pre-registration is required. The first 100 eligible seniors will receive a resource bag filled with such items as soap, shampoo, toothpaste, toilet paper, laundry detergent and household cleaners, etc. To register, contact Kelley Vance at 561-290-9617. Event sponsors include Senior Dedicated Medical Center and Tree of Life Foundation International.

Trunk or Treat Drive-Up

The Town of Lake Park will host a **Trunk or Treat Drive-Up Event** on **Friday, October 30**. This event will be held from **6:00pm – 8:00 pm** at **Town Hall**. We are inviting residents, businesses and organizations to join in on the fun by registering for the event. All participants are asked to dress up in costume, decorate their vehicles and prepare to provide treats to an estimated 300 attendees. If you wish to participate in this family friendly event, please contact the Special Events Department at 561-840-0160 or specialevents@lakeparkflorida.gov.

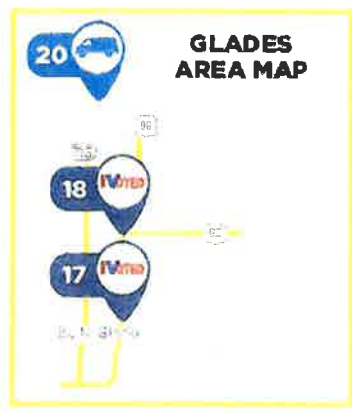
Mask Competition

The Town of Lake Park will host a fashion mask competition (**#MaskUpLakePark**) to encourage Town residents to continue wearing their masks. Participants will have to take a photo of themselves with their masks on somewhere in the Town. All entries must be submitted via Facebook or to the Special Events Department by Monday, October 26 at 11:59 pm. Entries will be judged for being "Most Creative" and the top 3 participants will win Visa gift cards. The winners will be announced on Wednesday, October 28 and have the opportunity to join us as part of the Trunk or Treat Drive-Up Event.


Palm Beach County Early Voting Sites & Vote-By-Mail Ballot Drop Off Locations


Early Voting Is Monday, October 19, 2020 - Sunday, November 1, 2020. Polls are open from 7:00 a.m. to 7:00 p.m.


-  **1** Jupiter Community Center
200 Military Trl, Jupiter
-  **2** Gardens Branch Library
11303 Campus Dr, Palm Beach Gardens
-  **3** Wells Rec Community Center
2409 Avenue H West, Riviera Beach
-  **4** Acreage Branch Library
15801 Orange Blvd, Loxahatchee
-  **5** WPB City Hall Flagler Gallery
401 Clematis St, West Palm Beach
-  **6** Main Library - Summit Blvd
3650 Summit Blvd, West Palm Beach
-  **7** Wellington Branch Library
1951 Royal Fern Dr, Wellington
-  **8** Greenacres Community Center
501 Swain Blvd, Greenacres
-  **9** Lantana Road Branch Library
4020 Lantana Rd, Lake Worth
-  **10** Ezell Hester Community Center
1901 N Seacrest Blvd, Boynton Beach
-  **11** Hagen Ranch Road Branch Library
14350 Hagen Ranch Rd, Delray Beach
-  **12** Delray Beach Community Center
50 NW 1st Ave, Delray Beach
-  **13** South County Civic Center
16700 Jog Rd, Delray Beach
-  **14** West Boca Branch Library
18885 State Road 7, Boca Raton
-  **15** Spanish River Library
1501 NW Spanish River Blvd, Boca Raton
-  **16** Florida Atlantic University
Housing & Residential Edu.
777 Glades Rd, Rm. 109, Boca Raton
-  **17** Belle Glade Branch Library
725 NW 4th St, Belle Glade
-  **18** SOE West County Branch Office*
2976 State Road #16, 2nd floor, Belle Glade




-  **19** Juno Beach Town Center
340 Ocean Dr, Juno Beach
-  **20** Loula V. York Branch Library
525 Bacom Point Rd, Pahokee
-  **21** Okeechobee Blvd Branch Library
5689 Okeechobee Blvd, West Palm Beach
-  **22** Osborne Community Center
1699 Wingfield St, Lake Worth
-  **23** Royal Palm Beach Town Hall
1050 Royal Palm Beach Blvd, RPB
-  **24** South Olive Community Center
345 Summa St, West Palm Beach
-  **25** Sugar Sand Park Community Center
300 S. Military Trl, Boca Raton
-  **26** West Boynton Beach Branch Library
9451 Jog Rd, Boynton Beach
-  **27** SOE Main Office*
240 S. Military Trl, West Palm Beach
-  **28** SOE North County Branch Office*
Northeast County Courthouse
3188 P.G.A. Blvd, RM #2401, PBG
-  **29** SOE South County Branch Office*
Southeast PGC Administrative Complex
345 S. Congress Ave, Delray Beach

 **Early Voting site**

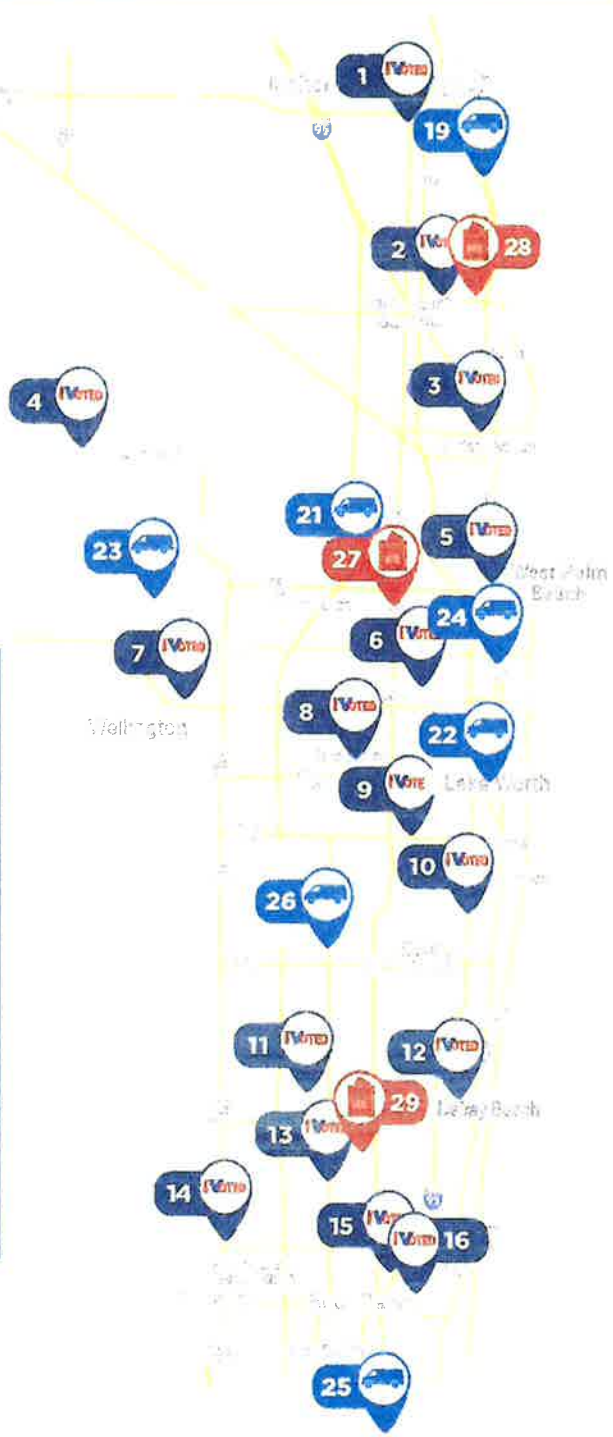
 **Secure drop box**

 **Mobile van ballot drop off**



* 24/7 Video Monitored Secure Drop Box

Vote-By-Mail ballots must be received by 7 p.m. at the Main SOE office on Tuesday, November 3rd



Registered voters in Palm Beach County can vote at any Early Voting location. All Early Voting locations have a mobile van or secure drop box for mail ballot drop off.



Wendy Sartory Link

Palm Beach County Supervisor of Elections

Main Office: 240 South Military Trail, WPB, FL 33415
P: (561) 656-6200 | F: (561) 656-6287
Hours for All Offices: M - F 8:30 AM - 5:00 PM



Participants must be
64 years of age
or older.



Senior Resource Giveaway Drive-Up Event

Friday, October 23

8:00 am - 10:00 am

Lake Park Public Library

529 Park Avenue, Lake Park, FL 33403

PRE-REGISTRATION REQUIRED

CONTACT KELLEY VANCE at 561-290-9617



Sponsored By

DEDICATED SENIOR MEDICAL CENTER



TOWN OF LAKE PARK



DRIVE-UP EVENT

FRIDAY, OCTOBER 30

6:00 PM - 8:00 PM

TOWN HALL

535 PARK AVENUE
LAKE PARK, FL 33403

Admission is free for everyone. Attendees must remain in their vehicles at all times. Masks required for everyone including driver and passengers. Costumes are welcomed. Please bring your own treat bag and/or bucket.

For More Information On Sponsorship,
Becoming A Vendor Or Volunteer
Please Contact The Special Events Department
561-840-0160 or specialevents@lakeparkflorida.gov



MASK UP LAKE PARK



COMPETITION

OCTOBER 1 - 26

LAKE PARK IS OPEN and we need your help to continue protecting the health and safety of everyone here! Join our #MASKUPLAKEPARK Competition by wearing your mask around Town and showing us just how creative you are.

STEP 1: Snap a photo wearing your mask somewhere in Lake Park
(The mask can be handmade, decorated at home or purchased)

STEP 2: Upload the photo to Facebook using the hashtag #MASKUPLAKEPARK and tag the Town's Facebook page: [facebook.com/townoflakepark](https://www.facebook.com/townoflakepark)
Or simply email your photo to specialevents@lakeparkflorida.gov

**ENTRIES WILL BE JUDGED
FOR BEING MOST CREATIVE**
1ST PLACE - \$100.00 VISA GIFT CARD
2ND PLACE - \$50.00 VISA GIFT CARD
3RD PLACE - \$25.00 VISA GIFT CARD

TAB 3



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 3

Agenda Title: November 4, 2020 Regular Commission Meeting Minutes.

- SPECIAL PRESENTATION/REPORTS **CONSENT AGENDA**
- BOARD APPOINTMENT OLD BUSINESS
- PUBLIC HEARING ORDINANCE ON _____ READING
- NEW BUSINESS
- OTHER: _____

Approved by Town Manager *J. M. Aguirre* **Date:** 11/5/2020

Vivian Mendez, Town Clerk
Name/Title

Originating Department: <p style="text-align: center;">Town Clerk</p>	Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____	Attachments: Meeting Minutes
Advertised: Date: _____ Paper: _____ [X] Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone _____ OR Not applicable in this case. Please initial one.

Recommended Motion: To approve the November 4, 2020 Regular Commission Meeting Minutes.



**Minutes
Town of Lake Park, Florida
Regular Commission Meeting Minutes
Wednesday, November 4, 2020, 6:30 PM
Town Hall Commission Chamber,
535 Park Avenue, Lake Park, Florida 33403**

The Town Commission met for the purpose of a Regular Commission Meeting on Wednesday, November 4, 2020 at 6:30 p.m. Present were Vice-Mayor Kimberly Glas-Castro, Commissioner John Linden, Town Manager John D'Agostino, Attorney Thomas Baird, and Town Clerk Vivian Mendez. Mayor Michael O'Rourke, Commissioners Erin Flaherty and Roger Michaud were absent.

Town Clerk Mendez performed the roll call and no quorum was established.

ADJOURNMENT

There being no quorum, the meeting adjourned at 6:38 p.m.

Mayor Michael O'Rourke

Town Clerk, Vivian Mendez, MMC

Town Seal

Approved on this _____ of _____, 2020

Board Membership

TAB 4



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 4

Agenda Title: Nomination for Appointment to the Tree Board as a regular member.

- SPECIAL PRESENTATION/REPORTS
- BOARD MEMBERSHIP**
- PUBLIC HEARING ORDINANCE ON _____ READING
- NEW BUSINESS
- OTHER:

- CONSENT AGENDA
- OLD BUSINESS

Approved by Town Manager *JML* **Date:** 11/5/2020

Vivian Mendez, Town Clerk, MMC
Name/Title

Originating Department: Town Clerk	Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____	Attachments: <ul style="list-style-type: none"> • Nomination by Commissioner Linden • Town Board Volunteer Memo • Board Membership Application
Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone _____ OR Not applicable in this case <u>VM</u> Please initial one.

Summary Explanation/Background: The Town Clerk’s Office received a Board Application for appointment to the Tree Board. The Tree Board has two (2) regular positions available as well as two (2) alternate positions.

Commissioner John Linden nominated Brady Drew for appointment to the Tree Board as a regular members.

Recommended Motion: In order for the nomination to go forward, there must be a second to the nomination and a majority vote of the Commission for the nominee at the Commission meeting.

Vivian Mendez

From: John Linden
Sent: Wednesday, October 21, 2020 2:12 PM
To: Vivian Mendez
Subject: Re: Board Membership Applicant

I would be glad to nominate Brady Drew to the Tree Board.
John Linden

Get [Outlook for Android](#)

From: Vivian Mendez <vmendez@lakeparkflorida.gov>
Sent: Wednesday, October 21, 2020 1:33:33 PM
To: Commission <Commission@lakeparkflorida.gov>; Erin T. Flaherty <erintflaherty@gmail.com>; Michael O'Rourke <morstar150@gmail.com>
Cc: Town Clerk <townclerk@lakeparkflorida.gov>; John D'Agostino <jD'Agostino@lakeparkflorida.gov>; Janet Perry <jperry@lakeparkflorida.gov>; Nadia DiTommaso <NDiTommaso@lakeparkflorida.gov>
Subject: Board Membership Applicant

Good afternoon Mayor, Vice-Mayor, and members of the Commission.

The Town Clerk's Office is in receipt of a Board Membership application for appointment to the Tree Board as a regular member. In order to move this application to a Commission meeting agenda, a nomination from the Commission would need to be received by the Town Clerk's Office.

The Board application can be found in the Commission Dropbox – Board Applications – or attached for your convenience.

ALSO...

I would like to bring back to your attention that there are several other Town Boards that need members. Here is a list of Boards and how many members are needed. Board membership applications and information on what each Board does can be found on the [Town's website](#).

Library Board: There are four (4) members on the Library Board. This Board needs one (1) regular members and two (2) alternate members.

Tree Board: There are only three (3) current members on this Board. This Board needs two (2) regular members and two (2) alternates.

When speaking with residents or Town business owners, please encourage them to fill out a Board Membership application and submit it to the Town Clerk's Office. Again the application and all the information regarding the Town Boards can be found on the Town's website. Please use this [link](#).

Sincerely,

Vivian Mendez, MMC
Town Clerk



Office of the
Town Clerk

October 21, 2020

Commission-appointed Board Volunteer List:

On August 21, 2013 the Town Commission adopted Ordinance No. 10-2013 Board Nomination Process, which modified the self appointed process for filling vacancies on Commission-appointed boards.

In section 2-2112 (i) "Nomination for action on vacancies" states that the clerk shall prepare a list of volunteers, including members seeking reappointments. Below is the list of volunteers for Commission-appointed boards.

New applicant:

Brady Drew has applied for appointment to the Tree Board as a regular member. The Tree Board currently has two (2) regular membership and two (2) alternate positions available.

A nomination to fill a vacancy may be made by any member of the Commission. For a nominee to be appointed or reappointed there must be a second and majority vote of the Commission.

If you have any questions regarding the volunteer list please contact me.

535 Park Avenue
Lake Park, FL 33403
Phone: (561) 881-3311
Fax: (561) 881-3314

www.lakeparkflorida.gov



The Town of Lake Park

Application to Serve on Town Boards and Committees

This application serves as an information file of the skills, talents, and interests of citizens who are willing to serve on advisory boards and committees for the *Town of Lake Park*. When an opening occurs on one of the boards on which you have indicated a desire to serve, your application will be submitted to the Town Commission. You will be notified when your nomination to be on a board has been made.

Please print the following information:

Name: Drew, Brady P
Last First Middle

Address: 538 Sabal Palm Dr.

Birthday: Month: July Day: 04

Telephone: home — work — cell 850-585-7217

E-Mail Address bradypdrew@gmail.com

	Yes	No
Are you a resident of Lake Park	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are you a non-resident business owner in Lake Park	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Are you a registered voter (Response to this question is not mandatory)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you currently serve on a Town Board or Committee	<input type="checkbox"/>	<input checked="" type="checkbox"/>
If so, which one(s): _____		
Have you been convicted of a crime	<input type="checkbox"/>	<input checked="" type="checkbox"/>
If so, when? _____ where? _____		

Please indicate your preference by number "1" through "3" of which board you wish to serve, with #1 being the most desired and #3 being the least desired.

<u>Active Boards:</u>			
<u>Choice #</u>	<u>Board</u>	<u>Choice #</u>	<u>Board</u>
<input type="checkbox"/>	CRA Board (Community Redevelopment Agency)	<input type="checkbox"/>	Planning & Zoning/ Historic Preservation Board *
<input type="checkbox"/>	Library Board		
<input type="checkbox"/>	Stormwater Policy Steering Committee		
<input checked="" type="checkbox"/>	Floodplain Management Committee	<input checked="" type="checkbox"/>	Tree Board

<u>Inactive Boards:</u>	
Code Compliance	Construction Board of Adjustments & Appeals
Harbor Marina Advisory Board	

Please note: Membership on these (*) Boards require members to complete an annual financial disclosure form pursuant to F.S. 112.3145 (1)(a), (2)(b), (7)

Your Name: Bradly Drew

Please indicate the reason for your interest in your first and second choices:

Interested in helping manage the town's trees to
maintain a pleasant, safe, and healthy environment

Number of Meetings of the above boards you have attended in the past six months: 0

Your educational background: (High school, College, Graduate School or other training)

MS in Mechanical Engineering - Virginia Tech
BS in Mechanical Engineering - Florida State

What is/was your profession or occupation: Control Software Engineer

How long: 10 years

Please indicate employment experience that you feel relates to your desired service on an advisory board or committee:

Organize charity events for my
company's United Way campaign

Please indicate other general experience or community involvement that you feel qualifies you to serve on the boards you have chosen:

Sierra club member, hobby
gardener

Feel free to attach additional sheets if necessary. Also, please attach your resume, if available. Please return your completed form to the Office of the Town Clerk, 535 Park Avenue, Lake Park, Florida 33403.

I HEREBY CERTIFY THAT THE STATEMENT AND ANSWERS PROVIDED ARE TRUE AND ACCURATE. I UNDERSTAND THAT ANY FALSE STATEMENTS MAY BE CAUSE FOR REMOVAL FROM A BOARD OR COMMITTEE, IF APPOINTED:

Signature: Bradly Drew Date: 10/19/20

Brady Drew, PE

538 Sabal Palm Dr.
Lake Park, FL 33403
850-585-7217
bradypdrew@gmail.com
US Citizen

OBJECTIVE: A position where I can apply my technical expertise to improve the health and well-being of my community.

QUALIFICATIONS: Controls engineer with a strong background in engine software development, systems simulations, and experimental data collection/analysis. Motivated and dependable, with a consistent record of learning new skills and delighting customers.

EDUCATION:

M.S. in Mechanical Engineering from Virginia Tech, August 2011

- 1st place Paul Torgersen Award for best M.S. project in the College of Engineering

B.S. in Mechanical Engineering from Florida State University, May 2009

- Magna Cum Laude, Earned a specialization certificate in Controls Engineering

RELEVANT EXPERIENCE / CERTIFICATIONS:

- Professional Control Systems Engineer in the State of Florida, License # 82198
- Proficient in Office, MATLAB, Python, VBA, SQL, Graphical Logic Programming (Simulink, LabView, GAP), UI for verification bench and engine test support, NPSS Desktop, HMI development (Citect SCADA), and data acquisition systems.

PREVIOUS EMPLOYMENT:

Pratt & Whitney, West Palm Beach, FL

Staff Engineer, Control & Diagnostic Systems; January 2015 - Present:

- Working design, verification, and engine test support for commercial and military jet engine controls software. Currently Integrated Product Team (IPT) lead for FDA and augmentor software design on a military engine program
- Developed industrial gas turbine controls software and performed site-specific software upgrades for the PW Power Systems FT8 and FT4000 programs

Cyient, West Palm Beach, FL

Controls Software Engineer; September 2011 - January 2015:

- Developed industrial gas turbine controls software and performed site-specific software upgrades for the PW Power Systems FT8 and FT4000 programs, and manned engine controls during FT4000 developmental testing, driving test objectives to completion and proposing accommodations for unexpected events
- Independently learned to code Python, VBA, and SQL, and used these skills to fix bugs in proprietary software and develop new macros to automate common tasks
- Created software models of power plant hardware for virtual engine simulations
- Received an award for saving P&W over \$105,000 through cost avoidance strategies

AETHER Experimental Fluids Lab, Virginia Tech, Blacksburg, VA

Research Assistant; Summer 2008 and July 2009 - August 2011:

- Designed and built experimental test fixtures to study underwater gas jets
- Helped develop a novel Particle Image Velocimetry (PIV) algorithm and write open-source MATLAB code implementing recent advances in image processing
- Collaborated with students at Technische Universität in Darmstadt, Germany

CUSTOMER FEEDBACK:

- *The solution you proposed and implemented worked. Nice Job!*
 - Adrian Laboy, P&W
- *Great idea you came up with here, you really thought outside of the box.*
 - Chuck Clothier, P&W
- *Quite simply, Brady has been doing a fantastic job. He helped resolve dozens of technical issues, resulting in a functional test bench which is the sole verification environment for the control software. His initiative, technical expertise and “can do” attitude has helped complete a significant milestone for the program and yielded a critical tool to be used for formal verification testing.*
 - Joe Gentile, P&W
- *Nice find. Appreciate the attention.*
 - Ruurd Vanderleest, PWPS
- *Brady’s efforts in assisting with VBE simulations, fast turnaround in software updates, and scrutiny of requirement inconsistencies, has greatly benefited the FT4000 program and led to a successful Test Readiness Review. Additionally, his positive attitude has helped keep the peace and diffuse stressful conditions when they arise.*
 - Andrew Thompson, P&W
- *You’re doing such a great job, and I think that should be recognized.*
 - Dipa Patel, P&W
- *Thanks for all your focus, good luck with the run.*
 - Louis Celiberti, P&W

New Business

TAB 5



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 5

Agenda Title: Award of the Contract for Marketing Services for the Town of Lake Park between the Town of Lake Park, Florida and Strategic Marketing LLC (RFP No. 109-2020)

- SPECIAL PRESENTATION/REPORTS
- BOARD APPOINTMENT
- PUBLIC HEARING ORDINANCE ON ___ READING
- NEW BUSINESS**
- OTHER: _____

Approved by Town Manager

[Signature] Date: 11/16/2020

Name/Title

Assistant Town Mgr/Human Resources Director

<p>Originating Department:</p> <p>Human Resources</p>	<p>Costs: \$36,000.00</p> <p>Funding Source:</p> <p>Acct. # 001-104-31000</p> <p><input type="checkbox"/> Finance <i>Lourdes Cariseo</i></p>	<p>Attachments:</p> <p>Resolution; Contract; Copy of Proposal Submitted by Strategic Marketing LLC; Pricing Schedule; Copy of RFP No. 109-2020; Copy of Notice of Intent to Award and Proposal Evaluation Forms</p>
<p>Advertised:</p> <p>Date: _____</p> <p>Paper: _____</p> <p><input checked="" type="checkbox"/> Not Required</p>	<p>All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.</p>	<p>Yes I have notified everyone <u>BMT</u></p> <p>OR</p> <p>Not applicable in this case _____</p> <p>Please initial one.</p>

Summary Explanation/Background:

On September 6, 2020, the Town published its Legal Notice that the Town would be accepting sealed proposals from qualified firms to provide marketing services for the Town of Lake Park (excluding the Town's Community Redevelopment Agency Area) with a submittal deadline of 10:00 a.m. on September 29, 2020. By that deadline, the following Offerors submitted proposals:

- Jetty Productions, Inc. of Jupiter, Florida;
- The MS Factor LLC of West Palm Beach, Florida;
- PCF International, LLC of Ft. Lauderdale, Florida; and
- Strategic Marketing LLC of Palm Beach Gardens, Florida

On September 29, 2020 at 10:00 a.m., the above proposals were opened and read aloud via Zoom.

On November 2, 2020 at 2:00 p.m., the Evaluation Committee consisting of the Town Manager, the Assistant Town Manager/Human Resources Director, the Finance Director, and the Grants Writer /Public Information Officer, met in a publicly noticed meeting for the purpose of evaluating the above proposals. According to the evaluation criteria set forth in RFP No. 109-2020, the responding Offerors were awarded the following points:

- Jetty Productions, Inc. 293 points;
- PCF International, LLC 321 points;
- The MS Factor LLC 385 points; and
- Strategic Marketing LLC 393 points

After careful deliberation, the Evaluation Committee determined that the proposal submitted by Strategic Marketing LLC would be recommended to the Town Commission for award.

Attached are the completed Proposal Evaluation Forms.

Recommended Motion: I move to adopt Resolution 77-11-20 ~~2020~~.

RESOLUTION

RESOLUTION NO. 77-11-20

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA AUTHORIZING THE DIRECTING THE MAYOR TO EXECUTE THE CONTRACT WITH STRATEGIC MARKETING LLC FOR THE PROVISION OF MARKETING SERVICES FOR THE TOWN OF LAKE PARK (EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA); AND, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town of Lake Park, Florida (hereinafter “Town”) is a municipal corporation of the State of Florida with such power and authority as has been conferred upon it by the Florida Constitution and Chapter 166, Florida Statutes; and

WHEREAS, the Town is empowered to enter into contractual arrangements with public agencies, private corporations or other persons; and

WHEREAS, the Town solicited proposals for the provision of marketing services to the Town of Lake Park (excluding the Community Redevelopment Agency Area); and

WHEREAS, the Town complied with the requirements of its Code and Florida Statutes pertaining to the competitive solicitation of products and commodities; and

WHEREAS, the Town staff recommends the award of the contract to Strategic Marketing LLC for the provision of marketing services to the Town of Lake Park.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA AS FOLLOWS:

Section 1. The whereas clauses are true and correct and are incorporated herein.

Section 2. The Town Commission hereby authorizes and directs the Mayor to execute the contract with Strategic Marketing LLC, a copy of which is attached hereto and incorporated here in **Exhibit A**.

Section 3. This Resolution shall become effective immediately upon adoption.

CONTRACT

THIS CONTRACT is hereby made and entered into this ____ day of _____, 2020, by and between the Town of Lake Park (hereinafter referred to as "Town"), whose address is 535 Park Avenue, Lake Park, Florida 33403, and Strategic Marketing LLC (hereafter referred to as "Contractor"), whose address is 8895 North Military Trail, Suite B202, Palm Beach Gardens, Florida 33410.

WHEREAS, the TOWN is empowered to enter into contractual arrangements with public agencies, private corporations or other persons to provide services; and

WHEREAS, the TOWN has solicited proposals via its Request for Proposals No. 109-2020 from interested Offerors for the provision of marketing and crisis communication services (the Services) for the following purposes:

- To provide comprehensive marketing services to the Town (excluding the Town's Community Redevelopment Agency Area) including the development of content for the Town's social media sites, and the development and production of a monthly newsletter;
- To improve the perception of the Town as a safe community in which to live, work and visit;
- To increase awareness of the Town's positive steps towards crime reduction;
- To provide the media with data that can lead to the publication of crime reduction stories in the Town;
- To combat a perception that the Town is unsafe; and
- To create a better on-line presence for the Town regarding safety
- To highlight development projects, focus on building better relations with businesses and residents
- To develop an information packet and welcome basket for new residents in Town; and

WHEREAS, the TOWN has evaluated proposals from Offerors to provide the Services and selected the Contractor to provide the services; and

WHEREAS, in its proposal the Contractor represented that it is qualified, able and willing to satisfactorily implement the services as described above; and

WHEREAS, the TOWN Commission has determined that the Contractor was the best qualified Offeror and able to implement the services; and

WHEREAS, the TOWN has budgeted funds in its current fiscal year budget which are available for the funding of this Contract.

NOW THEREFORE, the TOWN and the Contractor in consideration of the benefits flowing from each to the other do hereby agree as follows:

1. INCORPORATION OF REQUEST FOR PROPOSALS NO. 109-2020 AND CONTRACTOR'S RESPONSE

The terms and conditions of this Contract shall include and incorporate the terms, conditions, and specifications set forth in the TOWN's Request for Proposals No. 109-2020 ("Request") and the Contractor's response to the TOWN'S Request for Proposals ("Proposal"), both of which are attached hereto and incorporated herein by reference.

2. DESCRIPTION OF THE SERVICES

The Contractor shall perform the Services generally described herein, and as specifically set forth in the Proposal, which is attached hereto and incorporated herein as Exhibit "A".

3. COMPENSATION

The TOWN shall pay to the Contractor, in accordance with the Pricing Schedule attached hereto and incorporated herein as Exhibit "B".

4. NOTICES

All notices or other written communications required, contemplated, or permitted under this Contract shall be in writing and shall be hand delivered, or mailed by registered or certified mail (postage prepaid), return receipt requested, to the following addresses:

i. As to the TOWN: John O. D'Agostino
Town Manager
TOWN of Lake Park
535 Park Avenue
Lake Park, Florida 33403

ii. With a copy to: Town of Lake Park
535 Park Avenue
Lake Park, Florida 33403
Attn: Finance Director

iii. As to the Contractor: _____

5. PUBLIC RECORDS

With respect to public records, the Contractor shall:

- 5.1 Keep and maintain public records required by the TOWN associated with its services.
- 5.2 Upon the request of the TOWN, provide any requested public records.
- 5.3 Ensure that any public records that are exempt or confidential from public records disclosure are not disclosed except as authorized by law for the duration of the term of this Contract and following completion of this Contract if the Contractor does not transfer the records which are part of this Contract to the TOWN.
- 5.4 Upon the completion of the term of the Contract, transfer, at no cost, to the TOWN all public records in possession of the Contractor; or keep and maintain the public records associated with the services provided for in the Contract. If the Contractor transfers all public records to the TOWN upon completion of the term of the Contract, the Contractor shall destroy any duplicate public records that are exempt or confidential from public records disclosure. If the Contractor keeps and maintains public records upon completion of the term of the Contract, the Contractor shall meet all applicable requirements pertaining to the retention of public records. All records stored electronically shall be provided to the TOWN, upon request, in a format that is compatible with the information technology systems of the TOWN.
- 5.5 If the Contractor has questions regarding the application of Chapter 119, Florida Statutes, including its duty to provide public records relating to this Contract, the Contractor shall contact the custodian of public records at: TOWN Clerk, 535 Park Avenue, Lake Park, Florida 33403, 561-881-3311, townclerk@lakeparkflorida.gov.

6. INDEMNIFICATION, INSURANCE, AND LICENSE REQUIREMENTS

The Contractor shall maintain the following insurance coverages in the amounts specified below during the term of the contract and any extensions thereof:

- 6.1 Workers' compensation insurance for all employees of the Contractor for statutory limits in compliance with applicable state and federal laws. Notwithstanding the number of employees or any other statutory provisions to the contrary, coverage shall extend to all employees of the Contractor and all subcontractors. Employers liability limits shall be not less than \$1,000,000.00 each accident; \$1,000,000.00 disease-policy limit; and \$1,000,000.00 disease-each employee.
- 6.2 The Contractor shall maintain a Commercial General Liability Policy on an Occurrence Form with the following limits:
 - \$1,000,000.00 each occurrence Professional Liability
 - \$1,000,000.00 each occurrence (Bodily Injury and Property Damage)
 - \$1,000,000.00 Products/Completed Operations Aggregate

\$5,000,000.00 General Aggregate
\$1,000,000.00 Personal and Advertising Injury
\$500,000.00 Damage to Premises Rented to You

- 6.3 The TOWN shall be included as an additional named insured under the Contractor's Commercial General Liability policy, and a waiver of subrogation against the TOWN shall be included in all workers' compensation policies. Current valid insurance policies meeting the requirements herein shall be maintained during the term of the Contract, and any extensions thereof. A current certificate of insurance issued not more than 30 calendar days prior to the Contractor's submission of its bid documents which demonstrates that the Contractor maintains the required coverages shall be submitted to the TOWN as a prerequisite to the execution of the contract. All policies shall provide a 30 day notice of cancellation to the named insured. The Certificate of Insurance shall provide the following cancellation clause: "Should any of the above described policies be cancelled before the expiration date thereof, notice of such cancellation will be delivered in accordance with the policy provisions." It shall be the responsibility of the Contractor to ensure that all subcontractors are adequately insured or covered under their policies. The required insurance coverages shall be issued by an insurance company duly authorized and licensed to do business in the state of Florida with minimum qualifications in accordance with the latest edition of A.M. Best's Insurance Guide: Financial Stability: B+ to A+.

6. CONTRACT TERM

The initial term of the Contract shall be one year from the effective date through _____, 20____, unless terminated earlier in accordance with terms set forth herein. This Contract may be renewed for a period that may not exceed three years or the term of the original Contract, whichever is longer, specifying the renewal price for the services as set forth herein and specifically described in the Proposal; specifying that costs for the renewal may not be charged; and, specifying that renewals are contingent upon satisfactory performance evaluations conducted by the TOWN and subject to the availability of funds.

7. TERMINATION

- 7.1 The TOWN may terminate the Contract for convenience, or without cause upon providing Contractor with at least 30 days prior written notice.
- 7.2 If the TOWN elects to terminate the Contract during the initial term, then in that event, and, subsequent to the termination, the TOWN may seek the services of the next-lowest bidder, or that bidder which in the sole determination of the TOWN, offers the TOWN the most advantageous opportunity to complete the project.

8. GOVERNING LAW/VENUE

This Contract shall be governed by the laws of the state of Florida. Venue for any cause of action arising out of this Contract shall lie in the 15th Judicial District in and for Palm Beach County, Florida, or the United States District Court for the Southern District of Florida.

9. ATTORNEY FEES

If either party is required to initiate a legal action, including appeals, to enforce this Contract, the prevailing party shall be entitled to recover its reasonable attorney's fees and costs.

10. ENTIRE AGREEMENT

This Contract embodies the entire Contract and understanding of the parties hereto with respect to the subject matter hereof and supersedes all prior contemporaneous agreement and understandings oral or written, relating to said subject matter.

11. AMENDMENTS

This Contract may only be modified by written amendment executed by the parties hereto.

IN WITNESS WHEREOF, the parties hereto have made and execute this Contract as of the day and year last execute below.

ATTEST:

TOWN OF LAKE PARK

By: _____
Vivian Mendez, Town Clerk

By: _____
Michael O'Rourke, Mayor

**APPROVED AS TO FORM
AND LEGAL SUFFICIENCY**

By: _____
Thomas J. Baird, Town Attorney

CONTRACTOR

By: _____

EXHIBIT A
TO CONTRACT

**COPY OF PROPOSAL SUBMITTED
BY STRATEGIC MARKETING LLC**



THE TOWN OF LAKE PARK

**STRATEGIC MARKETING
PROPOSAL SUBMISSION**
*109-2020 Marketing Services
for the Town of Lake Park*

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**WE ARE
STRATEGIC
MARKETING**

ABOUT

Strategic Marketing is a full-service advertising agency that has been exceeding client expectations for over 28 years. Founded in 1992, we grew from a small, three-person team in a temporary office suite to a marketing mainstay that has ranked as a Top 20 Agency in Florida by the South Florida Business Journal for over a decade running. We are proud to say that we have had clients that have been with us since those early days, and many more than have been with us for five or more years. Our clients are not only local to South Florida, but scattered across the United States and around the world, as well. Strategic Marketing has a diverse client roster that comprises state agencies, retail businesses, consumer goods and services, law firms and B2B companies, among many other verticals.

We are forward thinkers. Toss away your preconceived notions about traditional marketing tactics. Strategic Marketing is all about connecting you to the consumer through new ways, old ways and even ways you may not have imagined. Whether it is with social media campaigns that stick with you or buys made on streaming platforms, Strategic Marketing has the expertise and relationships to get the maximum value for your media investment.

Our philosophy is simple—we treat your money like it's our own money, working to get more out of every dollar through negotiation and thorough analysis.

MEET THE TEAM

Statement of Qualifications

The Town of Lake Park's body of work will be managed by Account Manager Annette Izquierdo and assisted by Social Media Account Manager Cassidy Hughes, with creative execution from Creative Director John Molloy and strategic oversight from Vice President of Media Chris Sommella and President Terry Murphy. The account manager is responsible for tracking and advancing each task, both active and planned, as well as ensuring that they fit within the big picture strategy. The following table represents a general overview of the roles and responsibilities for the team members that will work on the Town's marketing initiatives at any point in time:

Name	Title	Years of Experience	Tenure with Strategic Marketing	Service Specialties
Terry Murphy	President	30+	28+	Strategic oversight, planning and media relations
Chris Sommella	Vice President, Media	19+	5+	Digital media strategy, analysis and insights, media relations
Annette Izquierdo	Account Manager	8+	< 1	Team lead, account strategy and project management
Cassidy Hughes	Social Media Account Manager	5+	< 2	Social media strategy, project management and execution
John Molloy	Creative Director	20+	< 2	Campaign concepting, brand development and digital advertisements
Anastasia Stefanova	Media Coordinator	5+	< 2	Digital media strategy and campaign management
Nicholas Luciano	Paid Media Specialist	8+	< 2	Digital media strategy, digital campaign management analysis and insights
Tiffany Kennedy	Account Manager	4+	< 3	Search engine optimization and digital campaign management
Kris Ayres	Project Manager	4+	< 2	Copy writing, content editing and search engine optimization
Kaylee Reppel	Project Coordinator	4+	< 2	Copy writing, social media coordination and community management
Alan Schulman	Business Manager	15+	< 1	Billing and accounts receivable
Diane Cabrera	Chief Editor	20+	< 3	Content editing and copy writing

CORE CONTACTS



ANNETTE IZQUIERDO

ACCOUNT MANAGER

Annette has a strong passion for marketing strategy, shifting perceptions and ultimately bringing success to the products and services she represents. She is results driven and always delivers to the highest standard of work, mostly by using research and data to drive her strategy. Her professional growth started soon after she graduated from the University of Central Florida in 2011 with a bachelor of science degree in business and marketing.

Annette moved to Palm Beach County in 2012 and began her career with Zimmerman, the largest advertising agency in Florida at the time. She earned the opportunity to work on the media planning and media buying for several national brands in the automotive and restaurant sectors, including national franchises across 90+ local markets in the United States. Her career path shifted to working on marketing teams for two large media companies in South Florida, providing the opportunity to lead the launch of two Spanish language streaming services in both the United States and Latin America, receiving over two million app downloads in the first six months. She has recently found a home in Strategic Marketing where she can bring her fresh perspective and innovative ideas to the local Palm Beach sector.

CORE CONTACTS



CASSIDY HUGHES

**SOCIAL MEDIA
ACCOUNT MANAGER**

With five-plus years of experience in building brands and fostering communities through social media strategies, Cassidy believes that behind every brand is an authentic voice that should be uniquely its own. It is her passion to tell each brand's story in a genuine way that resonates with its audience. She plays an active role in creative discussions and manages a team of coordinators ensuring that the visual and written messaging exceeds clients' expectations. In recent years, Cassidy has enjoyed taking on an account management role, working directly with our clients to provide them the best possible solutions for their business. Cassidy holds a bachelor degree in communication studies from Florida Atlantic University, with a focus on digital marketing. She is a lifelong Palm Beach County resident and is highly familiar with the Town of Lake Park from her work on the Town's CRA marketing strategy.

CORE CONTACTS



JOHN MOLLOY

CREATIVE DIRECTOR

Over the last twenty years, John has collaborated with clients, both large and small, to build effective brands and create meaningful messages ranging from campaigns that drive brand awareness to campaigns that need clicks and conversions. He believes in the power of great ideas. Also, John believes that, within the world of marketing, ideas need to be based in a sound strategy. Simply put, working within this process is key for successful creative. John's work has appeared in Communication Art Advertising and Design Annuals, Graphis Logo and Logo Lounge, and he has received numerous Addy Awards (Best of Show). He has provided creative directions across different industries including health care, hospitality, sports, retail and real estate. He has a great deal of passion in leading creative teams while understanding the end goal. John has a knack for working around unique challenges and opportunities in our changing marketplace and continues to stay ahead of the curve.

John holds a bachelor of fine arts degree in graphic design from Ball State University.

CORE CONTACTS



CHRIS SOMMELLA

VP, MEDIA

Chris is a marketing professional with twenty years of media and management experience. After graduating from Florida Atlantic University with a bachelor degree in marketing, Chris entered the industry on the agency side, developing expertise in media planning and direct response advertising. He's expanded his role over the course of his career to include client-facing responsibilities and account management, and has managed a diverse roster of clients, from financial institutions and lifestyle brands to consumer packaged goods and guitar manufacturers. Chris now leads the Strategic Marketing account team and enjoys working closely with his clients to develop marketing that will grow their businesses and take their brands to the next level.

CORE CONTACTS



TERRY MURPHY

PRESIDENT + CEO

As Strategic Marketing's President and CEO, Terry Murphy has 30-plus years of experience of strategic oversight, planning and media relations. The majority of his work in broadcasting centered around promotion, advertising, station operation, commercial production and programming. During this time, he produced thousands of commercials and placed millions of dollars in advertising on behalf of the stations. Taking the experience he had acquired in broadcasting, Terry founded Strategic Marketing in 1992 and began putting his skills to work for clients. Strategic Marketing was named the 10th Largest Advertising Agency in South Florida by the South Florida Business Journal in 2017. He also owns SmartLink Internet Strategies, Inc., an Internet marketing firm, which he founded in 2006, and GaleForce Digital Technologies, Inc., a software development company founded in 2014.

Terry holds a Bachelor's of Science Degree in Radio, Television and Film from the University of Texas and resides in Palm Beach Gardens.

CREATIVE PRESENTATION

CONCEPT

LOOKING FORWARD LAKE PARK >>>>

“Looking Forward Lake Park” is all about leaving any preconceived notions about the Town of Lake Park in the past while focusing on a future of growth, safety and community.

Messages of crime reduction, safety procedures and town improvements coupled together with enthusiastic communications of Town events, attractions and feel-good stories will propel the Town of Lake Park toward a positive perception.

As the agency of record for the Town of Lake Park, Strategic Marketing will ensure that all strategy, positioning and content produced is strictly geared toward the purposes listed in the Town’s Request for Proposals:

- A. Improving the perception that the Town is a safe place to live, work and visit.**
- B. Increasing awareness of positive steps toward crime reduction.**
- C. Providing the media with data leading to publication of crime-reduction stories.**
- D. Combating the perception that the Town is unsafe.**
- E. Creating a better online presence for the Town regarding safety.**

CONTENT POSITIONING

A. Improving the perception that the Town is a safe place to live, work and visit.

We will position the Town of Lake Park in its best light for all community members by taking the basic concepts of what makes the Town a desirable and a safe place to live, work and visit, and simply highlighting why that is true for each scenario:

Lake Park is a safe place to **LIVE**

Showcasing town improvements such as surveillance cameras and well-lit streets while using supporting facts of crime reduction.

Lake Park is a safe place to **WORK**

Showcasing growth of businesses while using supporting facts of economic growth.

Lake Park is a safe place to **VISIT**

Showcasing nearby attractions and outdoor activities while using highlights of positive visitor reviews.

B. Increasing awareness of positive steps toward crime reduction.

Community awareness is best achieved with a multi-channel marketing approach. In essence, the messaging being communicated to the public should be consistent and well-timed so members of the community encounter it on several occasions within a desired amount of time.

We will have an open line of communication with the Town's Commission and Town Manager to provide us with new developments of crime-reduction processes and procedures. Our next steps involve crafting cohesive messaging and graphic assets for each social media platform (Facebook, Instagram, Twitter and Nextdoor), a fully executed news release to be shared with all local daily news media and inclusion of the messaging in the monthly newsletter.

It is worth noting other tactics may also be recommended, such as sending out a mailer to each residence; however, they will be outside of the scope of work for this proposal due to budget restraints. Strategic Marketing has developed relationships with third-party mailing houses that can execute this on behalf of the Town at a competitive rate.

CONTENT POSITIONING

C. Providing the media with data leading to publication of crime-reduction stories.

At Strategic Marketing, we maintain the highest level of integrity by using only reputable sources and accurately reporting the facts. We have obtained criminal data from the Florida Department of Law Enforcement and demographic data from the United States Census for the Town of Lake Park, dating back to the year 2000.

We will be frequently referencing the data and highlighting all of the positive growth that the community has experienced and will continue to experience throughout our marketing content. This will also cater to the mission of improving the community's perception of the Town since these messages will be corroborated by reputable agencies.

D. Combating the perception that the Town is unsafe.

Social Media is the most direct way of communicating with residents and businesses and addressing public comments and perceptions. Strategic Marketing will provide social listening services that involve the monitoring of comments and posts related to the Town of Lake Park and help mitigate any negative comments using platform tools and tactics.

We will always take a professional approach when replying on behalf of the Town and will address negativity with kindness, positivity and a "soft hand" approach.

E. Creating a better online presence for the Town regarding safety.

As a continuation of improving the community's perception, the Town of Lake Park's online presence will be kind, positive and factual. Our goal is to highlight all of Lake Park's benefits, with a special focus on how it has improved over the years. Positive messaging coupled with fresh, colorful imagery will leave a favorable impact with your online audience.

CREATIVE EXAMPLES

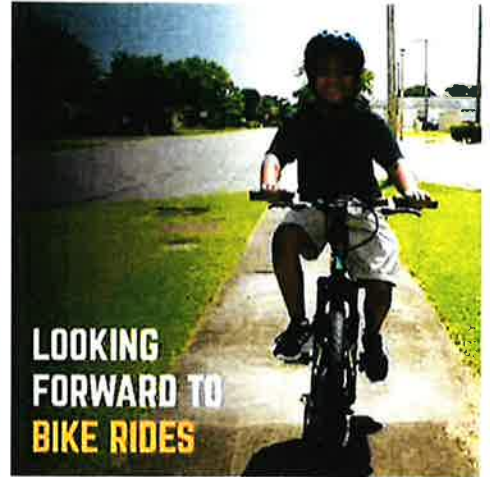
LIVE



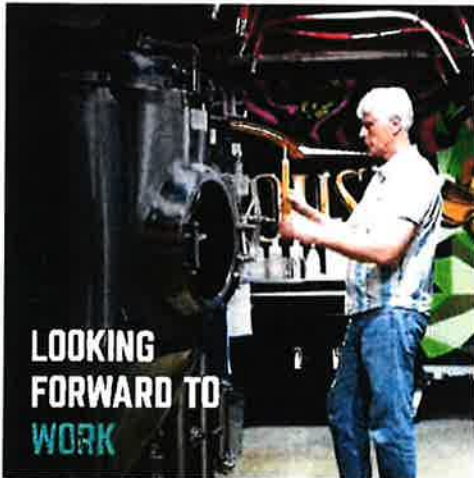
POVERTY IS REDUCED BY 39% SINCE 2014



LOOKING FORWARD TO BIKE RIDES



LOOKING FORWARD TO WORK



LOOKING FORWARD LAKE PARK >>>>

WORK



VISIT



CRIME RATE REDUCED BY 19% FROM 2016-2019



CREATIVE PRESENTATION

SCOPE OF WORK

SOCIAL MEDIA MANAGEMENT

Content Calendar Development and Execution

Our team will develop a total of eight (8) posts per month that will be published on all social media platforms including Facebook, Instagram, Twitter and Nextdoor. Strategic Marketing will begin by creating and managing an Instagram account for the Town of Lake Park to ensure your audience can find information on the Town no matter their social media habits. A social media content calendar will be created, submitted for approval and revised on a monthly basis. Once a content calendar is completely approved by the Town, it continues to move forward to the distribution phase. Strategic Marketing will never post content to social media that has not yet been approved by the Town.

Information about Lake Park's safety efforts is not currently being communicated in an effective and consistent way. In addition to emphasizing the Town's safety efforts, informing the public of events and local happenings is imperative to a well-rounded social media strategy. Improving communication of Lake Park's safety measures, events and amenities through a public forum is easily remedied with a well-planned, organic social media content strategy.

A robust and continually updated Facebook Page will become Lake Park's hub for Town information, as well as a host for all upcoming and past events. With a focus on safety and providing the public with transparent information on crime, we would feature readily available safety information on all social media platforms. Additionally, each Sunset Celebration, parade and holiday event would have a corresponding Facebook event so users can add them to their calendars and increase attendance.

Content Distribution

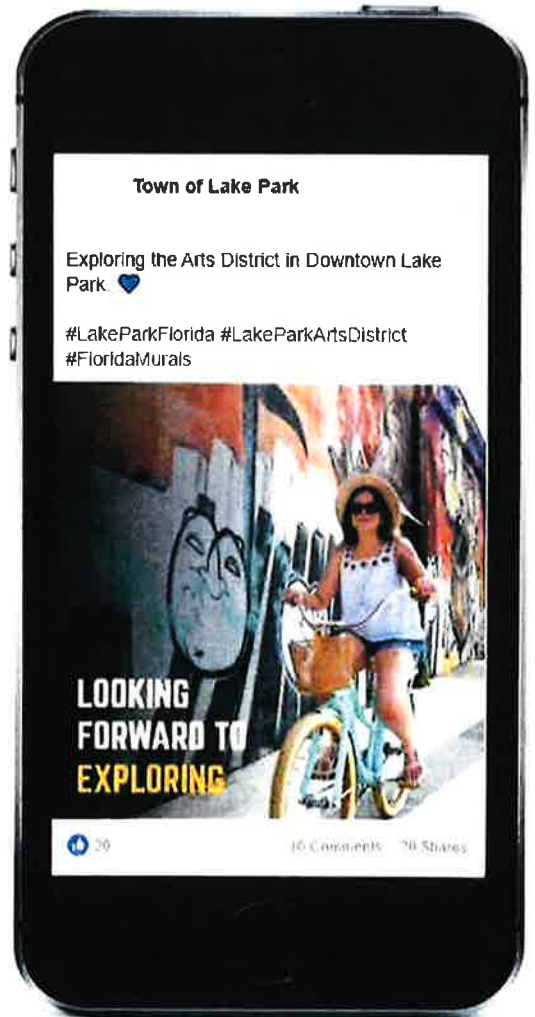
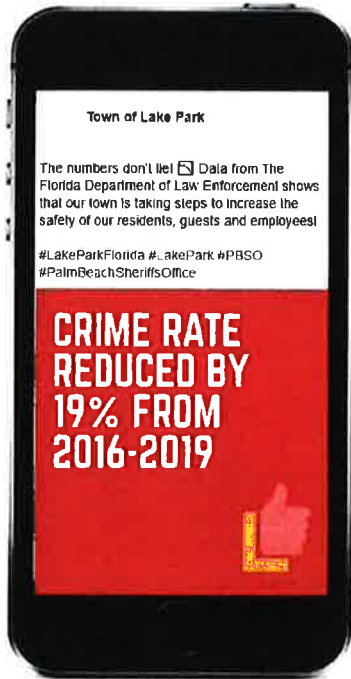
Strategic Marketing uses advanced social media management tools to distribute content to each social media platform. Once approved, our team schedules the content ahead of time, so we can move ahead to the following month, keeping our strategy organized and timely. Our content strategy goes further than "set it and forget it." We closely monitor current events and adjust our content as needed.

Social Listening

Strategic Marketing will provide social listening services that involve the monitoring of comments and posts related to the Town of Lake Park and help mitigate any negative comments using platform tools and tactics.

SOCIAL MEDIA MANAGEMENT, CONT.

Sample Posts



MONTHLY NEWSLETTER

Development and Execution

Strategic Marketing will develop and execute twelve (12) monthly electronic newsletters for the Town of Lake Park. A strong and consistent communication between the Town and its community members can create safer communities and more rewarding experiences for the residents. We will be covering a variety of topics with the support of Town Officials as an information source including, but not limited to, the following:

- Town Happenings
 - Feature upcoming community events
 - Commission/Town Hall meetings
 - Did You Know? section
 - Highlight town gems
 - Historical moments
- Business Highlights
 - Partner with a local business to include an ad/special in the newsletter
 - Feature newly-opened businesses
- Public Safety Announcements
- Future Town Improvements/Developments
- Emergency Contact Information

Newsletter Distribution

Strategic Marketing will provide the Town of Lake Park with an electronic (.PDF) version of the approved newsletter to host on the Town of Lake Park website. When the Town provides an email list, Strategic Marketing will distribute each newsletter via Mailchimp, an email service provider.

MONTHLY NEWSLETTER, CONT.

Newsletter Redesign

Strategic Marketing will develop an updated, fresh and colorful redesign of The Insider that is cohesive with the Town's new public image.



GAME CHANGING PROJECT APPROVED BY TOWN COMMISSION!

Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought

Sample Creative

Bonorum et Malorum for use in a type specimen book. Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic

or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book. Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is

attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book. bus Bonorum et Malorum for use in a type specimen book.

LAKE PARK SAFETY INITIATIVE LOOKING TO STRENGTHEN COMMUNITIES



Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th

NEWS RELEASES

Development and Execution

The creation and distribution of consistent news releases are imperative to improving the perception of the Town as a safe community in which to live, work and visit. With over 30 years in the media industry, Strategic Marketing has long-standing relationships with many local media companies. Our team will write and distribute up to six (6) news releases for the Town of Lake Park and coordinate the distribution of each release to the local media. Topics and news are to be provided by Lake Park to Strategic Marketing. Each news release will be comprised of 300-1,000 words and may include one image.

Topics can include but are not limited to:

- Health Safety/Crime Safety Efforts
- New Developments
- New Businesses

Newsletter Distribution

Our team uses a distribution method that ensures your news releases will be issued electronically to local daily news media within Palm Beach County. Strategic Marketing has access to contacts for the following media outlets in Palm Beach County:



The Palm Beach Post



WELCOME BASKET + INFORMATION PACKET

Strategic Marketing will purchase and prepare 144 welcome baskets for new residents moving into the Town of Lake Park. We are basing our total count on data analyzed from Zillow.com. Per the real estate listing website, there were 130 sold homes within Lake Park in the last 12 months, as of September 2020. The baskets will contain products and an information packet, also prepared by Strategic Marketing. The basket will be presented encased in shrink-wrapped and decorated with a bow.

The final items included in the welcome basket will be decided after contract award; however, the following are examples of what can be included:

- Navy Blue Basket
- Branded, Washable Cloth Facemasks
- Branded Can Coolers
- Sport Water Bottles
- Branded Reflective Wristbands
- Branded Reflector Lights
- Shrink Wrap Encasing + Decorative Bow

The information packet can include, and is not limited to, the following:

- Welcome Letter
- "Things to Do in Lake Park" Section
- Important City and County Contact Information
- Marketing Collateral from Local Businesses
 - Product Samples
 - Menus
 - Coupons
 - Brochures



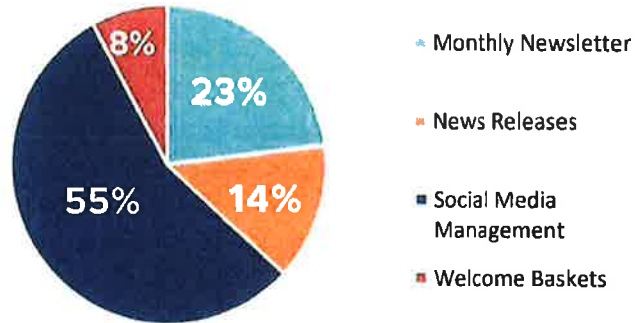
Product Examples

SCOPE OF WORK

BUDGET ALLOCATION

Strategic Marketing will complete the presented scope of work for an annual rate of \$36,000 paid in a monthly \$3,000 retainer over a 12-month period.

Budget Allocation by Initiative (%)



Initiatives	Total
Monthly Newsletter (12) Newsletters	\$ 8,280
News Releases (6) News Releases	\$ 4,968
Social Media Management (12) Social Media Content Calendars <i>*8 Social Media Posts Per Month</i>	\$ 19,872
Welcome Baskets (144) Baskets	\$ 2,880
Total	\$ 36,000.00

REQUIRED SUBMITTALS

REFERENCES

As specified in the Standard Terms and Conditions of this RFP, OFFERORS shall present the details of a minimum of three references of work performed that is similar to the services outlined in this RFP. (Additional references may be submitted on a separate sheet)

COMPANY NAME AND CONTACT NAME	ADDRESS CITY, STATE, ZIP PHONE & FAX NUMBER
1. Capitol Carpet & Tile Lou Morano	500 Industrial way
	Boynton Beach, FL 33426
	Date(s) Service Provided 1992 to Present PHONE: (561) 228-5657 FAX:
2. BigShots Golf Meredith Quimby	3456 US HWY 1
	Vero Beach, FL 32960
	Date(s) Service Provided 2018 to Present PHONE: (772) 979-4653 FAX:
3. Palm Beach Harvest Deborah Morgan	4601 S Flagler Dr
	West Palm Beach, FL 33405
	Date(s) Service Provided 1998 to present PHONE: (561) 310-6641 FAX:
4. Law Offices of Robert Schwartz Laura Urbina	1901 S Congress Ave
	Boynton Beach, FL 33426
	Date(s) Service Provided _____ to _____ PHONE: (561) 736-3440 FAX:

REQUIRED SUBMITTALS - REFERENCES



BOCA RATON | BOYNTON BEACH | ROYAL PALM BEACH | PALM BEACH GARDENS | DELRAY BEACH

Lou Morano
Capitol Carpet & Tile
500 Industrial Way, Boynton Beach, FL 33426

To whom it may concern:

I have used Strategic Marketing for over 30 years. They have their customers' best interest at the top of their minds, 100% of the time. They actually, in some circumstances, have advised my company to do some things in which they did not receive a commission because it was the right thing to do for my company.

They are extremely efficient and one of the best media buyers if not the best media buyers in the industry. They have an entire team with individuals specializing in each facet of advertising. I would highly recommend Strategic Marketing.

A handwritten signature in black ink, appearing to read "Lou Morano".

Lou Morano
President, Owner of Capitol Carpet & Tile

A handwritten date "9-22-20" in black ink.

Date



VERO BEACH

Meredith Quimby
BigShots Golf
3456 US HWY 1
Vero Beach, FL 32960

To whom it may concern,

We are a large, locally owned business in Vero Beach, FL and prior to our grand opening back in September of 2018, we were in dire need of a company that could take us by the hand and help us to properly market our business. Strategic Marketing and their wonderful team of experts were able to do just that and they have been helping us ever since. Our business often requires contact with them outside of normal "business hours" and they have never hesitated to help at any hour. Their willingness to constantly be accessible and get the job done has been a life saver for our business and I would recommend them to anyone seeking that kind of guidance. For us, they have helped with marketing strategies, maneuvering through social media avenues, website design and hosting, graphic design and so much more! If these are areas in your business that you are struggling with and are looking for some direction, calling Strategic Marketing will be a great start!


Meredith Quimby
Marketing & Events Director

9/22/20
Date


REQUIRED SUBMITTALS - REFERENCES



Deborah L. Morgan
Palm Beach Harvest
4601 S Flagler Drive
West Palm Beach, FL 33405

To whom it may concern,

We are a nonprofit organization that focuses on feeding the hungry in Palm Beach County and throughout Florida. Our working relationship with Strategic Marketing dates back to our inception as an organization over 20 years ago. Their team has provided strategy and management services to cover our digital marketing and public relations efforts. Their services include brand development, website design/maintenance, social media management and public/media relations. We are highly satisfied with the work that the team at Strategic has completed for us, and would definitely recommend their services to a business or organization that is looking for marketing, advertising or public relations solutions.


Deborah L. Morgan
Executive Director

9-23-2020
Date

SIMILAR WORKS

TOWN OF LAKE PARK - CRA

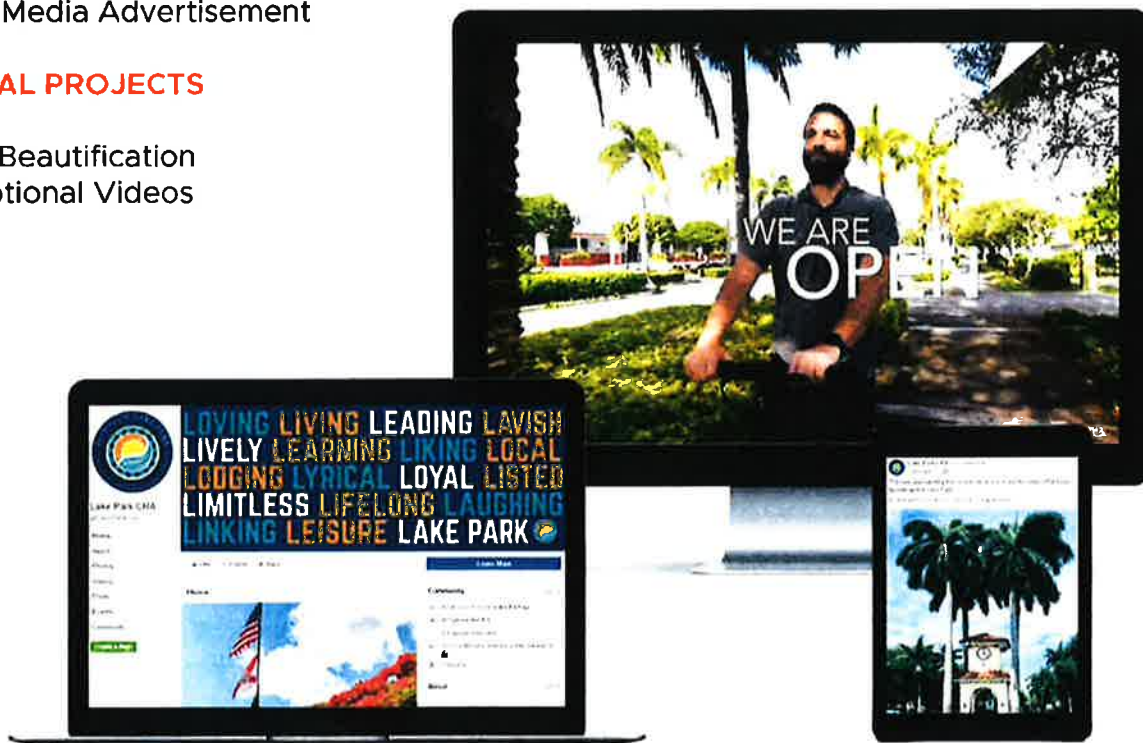
Not only is our office located two miles away from the Town of Lake Park, but our agency has had the pleasure of working with the Town of Lake Park's Community Redevelopment Agency over the last year. This has given us incredible insight into the community and local businesses, and has allowed us to grow relationships with several town employees.

SERVICES RENDERED

Branding Development
Social Media Management
Social Media Advertisement

SPECIAL PROJECTS

Town Beautification
Promotional Videos



REQUIRED SUBMITTALS

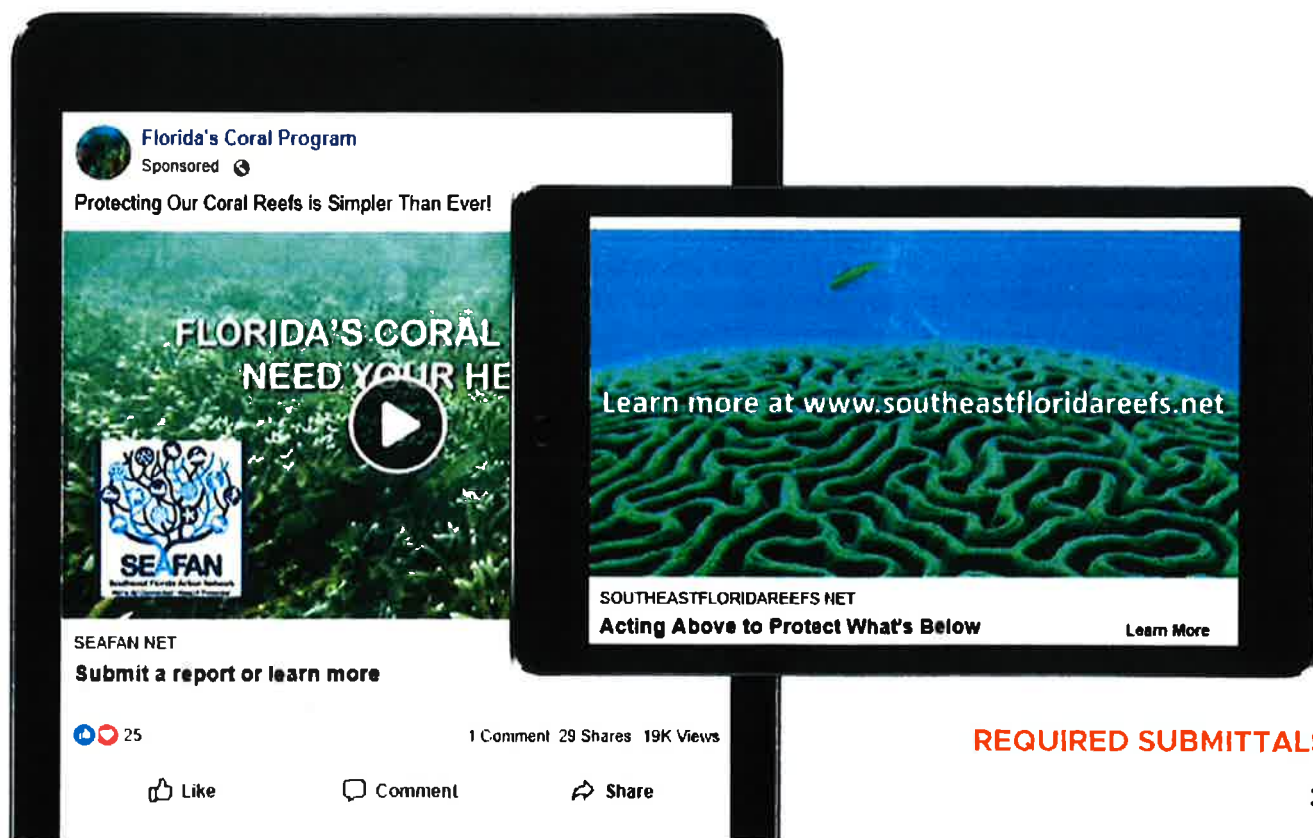
SIMILAR WORKS

FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION

The Florida Department of Environmental Protection hired Strategic Marketing for the production of public service announcements for the Coral Reef Conservation Program. We created brand awareness media campaigns across digital radio and social media platforms, garnering 900,000+ impressions.

SERVICES RENDERED

Production and Editing
Media Buying
Social Media Advertising



REQUIRED SUBMITTALS

SIMILAR WORKS

PALM BEACH HARVEST

Strategic Marketing originally developed Palm Beach Harvest's logo in 1998 and through our continued relationship, we have had the opportunity to work on their marketing efforts over the years. Through an improved brand perception, Palm Beach Harvest was able to secure numerous large donations, acquire new partnerships and grow their team of loyal volunteers. Our public relations initiatives landed a feature story with WPBF in April 2020.

SERVICES RENDERED

- Public Relations
- Brand Development
- Website Design
- Website Maintenance



REQUIRED SUBMITTALS

EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Town of Lake Park - CRA

Address: 636 Park Ave

Lake Park FL 33403
City State Zip Code

Please list three (3) current references directly responsible for overseeing the above contract.

Contact Employee	Job Title	Telephone Number	Fax Number
1. Merrell Angstreich	Public Info Officer	(661) 882-1819	(661) 881-3314
2. John D' Agostino	Town Manager	(661) 881-3304	(661) 881-3314
3. Bambi Turner	HR Director	(661) 882-1819	(661) 881-3314

DATE OF CONTRACT
Contract start date 07 / 08 / 19 Contract expiration date 07 / 03 / 21
(NOT INCLUDING FUTURE EXTENSIONS)

Does the contract have a renewal or extension option? YES NO

If yes, how long? 1 year

If yes, has the contract been extended or renewed? YES NO

If yes, how many times? Once (06/08/20)

For how long has the contract time been extended through July 3, 2021

Has your company ever requested a rate increase or additional compensation during the term of this contract? YES NO

If yes, please state the reason for the request and if the increase was granted?

Starting Contract Amount \$50,000

Final Contract Amount \$50,000

EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Florida Department of Environmental Protection

Address:

3900 Commonwealth Blvd.

Tallahassee, FL 32399
City State Zip Code

Please list three (3) current references directly responsible for overseeing the above contract.

Contact Employee	Job Title	Telephone Number	Fax Number
1. <u>Christopher Boykin</u>	<u>Project Coordinator</u>	<u>(305) 795-2167</u>	<u>()</u>
2. <u>Mollie Sinnott</u>	<u>Marketing Director</u>	<u>(305) 795-2167</u>	<u>()</u>
3.		<u>()</u>	<u>()</u>

DATE OF CONTRACT

Contract start date / / 08

Contract expiration date 06/01/19

(NOT INCLUDING FUTURE EXTENSIONS)

Does the contract have a renewal or extension option? YES NO

If yes, how long? 1 year

If yes, has the contract been extended or renewed? YES NO

If yes, how many times? Many times since 2008

For how long has the contract time been extended 1 year

Has your company ever requested a rate increase or additional compensation during the term of this contract? YES NO

If yes, please state the reason for the request and if the increase was granted?

Starting Contract Amount \$15,000

Final Contract Amount \$30,000

EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Palm Beach Harvest

Address: 4601 S Flagler Dr

West Palm Beach FL 33406
 City State Zip Code

Please list three (3) current references directly responsible for overseeing the above contract.

Contact Employee	Job Title	Telephone Number	Fax Number
1. <u>Deborah Morgan</u>	<u>Executive Director</u>	<u>(561) 310-6641</u>	<u>()</u>
2. <u>Denise Proffitt</u>	<u>Assistant</u>	<u>(954) 249-0301</u>	<u>()</u>
3. <u>James Morgan</u>	<u>Assistant</u>	<u>(601) 310-6641</u>	<u>()</u>

DATE OF CONTRACT

Contract start date 04 / 01 / 20 Contract expiration date 04 / 01 / 21
 (NOT INCLUDING FUTURE EXTENSIONS)

Does the contract have a renewal or extension option? YES NO

If yes, how long? 1 year

If yes, has the contract been extended or renewed? YES NO

If yes, how many times? Many times since 1998

For how long has the contract time been extended 1 year

Has your company ever requested a rate increase or additional compensation during the term of this contract? YES NO

If yes, please state the reason for the request and if the increase was granted?

Starting Contract Amount \$30,000

Final Contract Amount _____

TIME + BUDGET MANAGEMENT

The following calendar an example of how the phases for each initiative are executed. We will usually start development at least two weeks prior to publication deadlines, while leaving enough time for client review and approval.

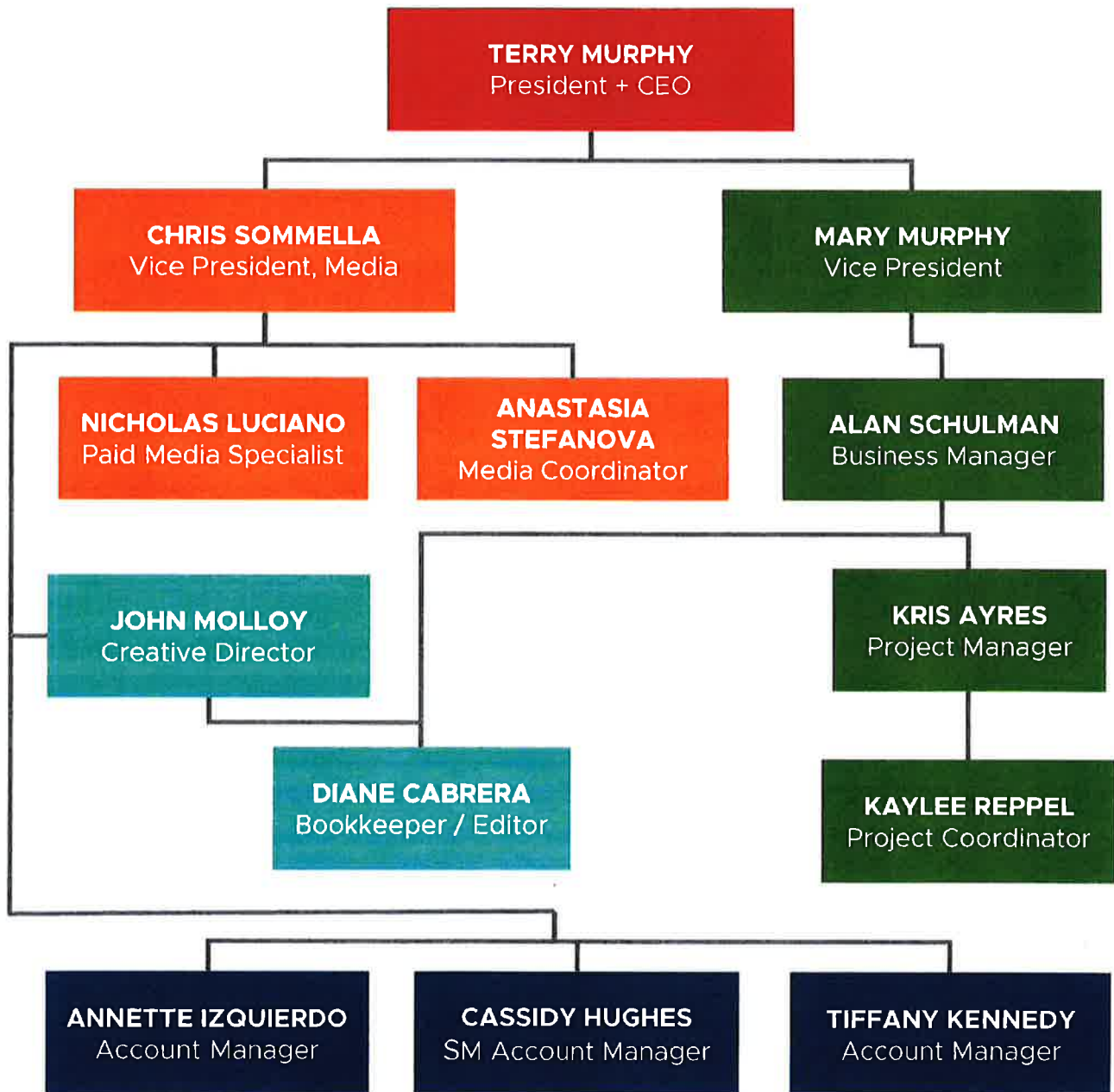
The annual budget will be dispersed across 12 months for a total of \$3,000 per month.

Calendar Example

Month	Q4 2020												
	October				November				December				
	5	12	19	26	2	9	16	23	30	7	14	21	28
Newsletter													
<i>Gather Town News + Info</i>													
<i>Development</i>													
<i>Approval</i>													
<i>Publishing</i>													
Social Media Calendar													
<i>Development</i>													
<i>Approval</i>													
<i>Scheduling</i>													
Press Releases													
<small>* Completed on an as-needed basis</small>													
<i>Gather Data + Development</i>													
<i>Approval & Distribution</i>													
Monthly Retainer	\$3,000				\$3,000				\$3,000				

REQUIRED SUBMITTALS

ORGANIZATIONAL CHART



REQUIRED SUBMITTALS

STATEMENT OF ANTICIPATED WORKLOAD

Through our 28 years in business, we have experienced a variety of clients, projects and deliverables. Our staff is accustomed to a fast-paced environment while never compromising on quality and accuracy. We are trained to anticipate changes and additions of work and are highly adaptable when changes are unforeseen. We can shift priorities for clients as needed and are in constant communication with each other in order to manage our clients' expectations and our workload. If specific needs arise during the course of a project's implementation, new talent will be added to the team.

REQUIRED DOCUMENTATION

OFFEROR'S CERTIFICATION

I certify that this Proposal acknowledgment is made without prior understanding, agreement or connection with any other corporation, firm or person who has submitted a Proposal, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Proposal and certify that I am authorized to sign this document as the OFFEROR. By signature on this form, OFFEROR acknowledges and accepts without limitation, pages 1 through 28 inclusive of this Request for Proposals (hereinafter referred to as "RFP") as well as any special Instructions if applicable.

CORRECT LEGAL NAME OF OFFEROR:

STRATEGIC MARKETING LLC

SIGNATURE OF OFFEROR'S AUTHORIZED AGENT:



TITLE:

MANAGING PARTNER

TYPED/PRINTED NAME OF AUTHORIZED AGENT:

TEIZENE J. MURTHY

ADDRESS:

8895 N. MILITARY TRAIL, SUITE B202

PALM BEACH GARDENS, FL 33410

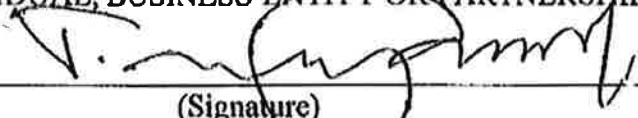
PHONE NO:

(561) 688-8155

PROPOSAL FORM

In consideration for the performance by the Offeror of the services to be provided in response to the services solicited this RFP, the Town shall pay to the successful Offeror a monthly retainer of \$ 3,000.

INDIVIDUAL, BUSINESS ENTITY OR PARTNERSHIP

By:  TERENCE J. MURPHY
(Signature) (Print name)

Address: 8895 N. Military Trail, Suite B202
Palm Beach Gardens, FL 33410

Telephone: (561) 688-8155 Fax: (561) 688-8156
(both with area codes)

E-mail Address of Signatory: tmurphy@thinkstrategic.com

Company Website: www.thinkstrategic.com

DUNS Number: 96-064-4284

Social Security Number (OR) Federal Identification Number (FEIN): 37-1960362

CORPORATION

By: _____ / _____
(Signature) (Print name)

Address: _____

Telephone: _____ FAX: _____ (both with area codes)

E-mail Address of Signatory: _____

Company Website: _____

DUNS Number: _____

Federal Identification Number (FEIN): _____

REQUIRED DOCUMENTATION - PROPOSAL FORM

State Under Which Corporation Was Chartered: _____
(If a foreign corporation, the date the corporation was authorize to do business in the State of Florida) _____

Corporate President: _____
(Print Name)

Corporate Secretary: _____
(Print Name)

Corporate Treasurer: _____
(Print Name)

CORPORATE SEAL

Attest By: _____
Secretary

The following individuals are the designated contacts assigned to the Town:

VENDOR SERVICE REPRESENTATIVE (REGULAR WORK HOURS):

Name: Annette Izquierdo / Cassidy Hughes

Address: 8895 N. Military Trail, Suite B202, PPG, FL 33410

Telephone: (561) 688-8165 (ext 126 - Annette, ext 104 - Cassidy)

Email Address: aizquierdo@thinkstrategic.com / chughes@thinkstrategic.com

VENDOR SERVICE REPRESENTATIVE (AFTER WORK HOURS, WEEKEND & HOLIDAYS):

Name: Same as above

Address: Same as above

Telephone: () cell phones (Annette: 786-355-8947 / Cassidy: 561-409-7401)

Email Address: Same as above



ANNE M. GANNON
 CONSTITUTIONAL TAX COLLECTOR
 Serving Palm Beach County

P.O. Box 3353, West Palm Beach, FL 33402-3353
 www.pbctax.com Tel: (561) 355-2284

****LOCATED AT****

8895 N MILITARY TRL STE B202
 PALM BEACH GARDENS, FL 33410

Serving you.

TYPE OF BUSINESS	OWNER	CERTIFICATION #	RECEIPT #/DATE PAID	AMT PAID	BILL #
54-0072 ADVERTISING AGENCY	STRATEGIC MARKETING1 INC		U20.24992 - 09/30/19	\$66.00	B40174930

This document is valid only when received by the Tax Collector's Office.

**STATE OF FLORIDA
 PALM BEACH COUNTY
 2019/2020 LOCAL BUSINESS TAX RECEIPT**

**LBTR Number: 2018105179
 EXPIRES: SEPTEMBER 30, 2020**

STRATEGIC MARKETING1 INC
 STRATEGIC MARKETING1 INC
 8895 N MILITARY TRL STE B202
 PALM BEACH GARDENS, FL 33410

This receipt grants the privilege of engaging in or managing any business profession or occupation within its jurisdiction and MUST be conspicuously displayed at the place of business and in such a manner as to be open to the view of the public.

Strategic Marketing LLC / Operating Account

10068

Tax Collector, Palm Beach County			Original Amt	Balance Due	9/14/2020 Discount	Payment
Date	Type	Reference				
9/1/2020	Bill	B40169364	66.00	66.00		66.00
					Check Amount	66.00

Main Checking SM1 change to SMI LLC 66.00

Change of ownership, business name or address must be reported to our office and requires an application.

If this entity is no longer in business, under penalty of perjury sign, date and return the bottom stub.

Delinquent Local Business Taxes are also subject to a \$1.0 collection fee, delinquency penalty of 10% for the month of October, plus an additional 5% penalty for each month of delinquency thereafter.

Failure to pay the required business tax and obtain the required receipt within 150 days after the initial notice of tax due may lead to civil actions and penalties. These include court costs, reasonable attorney's fees and additional administrative costs incurred as a result of collection efforts. Pursuant to Florida Statute 205.053(3), a penalty of up to \$250.00 may be incurred pre-lawsuit and up to \$500.00 once a lawsuit has been filed.

AMOUNT DUE WHEN RECEIVED BY					FEBRUARY 1, 2021 INCLUDES \$250 PENALTY
SEPTEMBER 30, 2020	OCTOBER 31, 2020	NOVEMBER 30, 2020	DECEMBER 31, 2020	JANUARY 31, 2021	
\$66.00	\$72.60	\$75.90	\$89.20	\$92.60	\$342.60
CURRENT	DELINQUENT	DELINQUENT	DELINQUENT	DELINQUENT	DELINQUENT

REQUIRED DOCUMENTATION - LICENSES



Certificate of Registration

DR-11
R. 10/19

Issued Pursuant to Chapter 212, Florida Statutes

60-8017947232-1

01/08/20

Certificate Number

Registration Effective Date

This certifies that

STRATEGIC MARKETING LLC
8895 N MILITARY TRL STE 202B
WEST PALM BEACH FL 33410-6284

has met the sales and use tax registration requirements for the business location stated above and is authorized to collect and remit tax as required by Florida law. This certificate is non-transferable.



This is your Sales & Use Tax Certificate of Registration.
Detach and Post in a Conspicuous Place.



Notify the Department immediately if you change your:

- business name;
- mailing address;
- location address within the same county; or
- close or sell your business.

You can also notify the Department when you temporarily suspend or resume your business operations. The quickest way to notify the Department is by visiting floridarevenue.com/taxes/updateaccount.

Submit a new registration (online or paper) when you:

- move your business location from one Florida county to another;
- add another location;
- purchase or acquire an existing business; or
- change the form of ownership of your business.

Below is your Florida Annual Resale Certificate for Sales Tax.
New dealers who register after mid-October are issued annual resale certificates that expire on December 31 of the following year.

These certificates are valid immediately.

DR-11R, R. 10/19



2020 Florida Annual Resale Certificate for Sales Tax

DR-13
R. 10/19

This Certificate Expires on December 31, 2020

Business Name and Location Address

STRATEGIC MARKETING LLC
8895 N MILITARY TRL STE 202B
WEST PALM BEACH FL 33410-6284

Certificate Number

60-8017947232-1

By extending this certificate or the certificate number to a selling dealer to make eligible purchases of taxable property or services exempt from sales tax and discretionary sales surtax, the person or business named above certifies that the taxable property or services purchased or rented will be resold or re-rented for one or more of the following purposes:

- Resale as tangible personal property.
- Re-rental as tangible personal property.
- Resale of services.
- Re-rental as commercial real property.
- Incorporation into tangible personal property being repaired.
- Re-rental as transient rental property.
- Incorporation as a material, ingredient, or component part of tangible personal property that is being produced for sale by manufacturing, compounding, or processing.

Florida law provides for criminal and civil penalties for fraudulent use of a Florida Annual Resale Certificate.

REQUIRED DOCUMENTATION - LICENSES

2020 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L19000300892

Entity Name: STRATEGIC MARKETING LLC

Current Principal Place of Business:

8895 NORTH MILITARY TRAIL
SUITE B202
PALM BEACH GARDEN, FL 33410

Current Mailing Address:

8895 NORTH MILITARY TRAIL
SUITE B202
PALM BEACH GARDEN, FL 33410 US

FEI Number: 37-1960362

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

MURPHY, TERENCE JOSEPH
8895 NORTH MILITARY TRAIL SUITE B202
PALM BEACH GARDEN, FL 33410 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: TERENCE JOSEPH MURPHY

03/26/2020

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail :

Title	MGR	Title	MGR
Name	MURPHY, TERENCE JOSEPH	Name	MURPHY, MARY PYLE
Address	8895 NORTH MILITARY TRAIL SUITE B202	Address	8895 NORTH MILITARY TRAIL SUITE B202
City-State-Zip:	PALM BEACH GARDEN FL 33410	City-State-Zip:	PALM BEACH GARDEN FL 33410

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other the empowered.

SIGNATURE: MARY P. MURPHY

MANAGER

03/26/2020

Electronic Signature of Signing Authorized Person(s) Detail

Date

REQUIRED DOCUMENTATION - LICENSES

L19000300892

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

Office Use Only



000336715610

11/18/19--01033--002 **125.00

FILED
2019 NOV 18 AM 11:49
SECRETARY OF STATE
TALLAHASSEE, FL

N CULLIGAN
DEC 17 2019

COVER LETTER

**TO: New Filing Section
Division of Corporations**

SUBJECT: Strategic Marketing, LLC

Name of Limited Liability Company

The enclosed Articles of Organization and fee(s) are submitted for filing.

Please return all correspondence concerning this matter to the following:

Carter Downs, Esq.

Name of Person

Jeck, Harris, Raynor & Jones, P.A.

Firm/Company

790 Juno Ocean Walk, Suite 600

Address

Juno Beach, FL 33408

City/State and Zip Code

cdowns@jhrjpa.com

E-mail address: (to be used for future annual report notification)

For further information concerning this matter, please call:

Carter Downs 561 713-2098

Name of Person Area Code Daytime Telephone Number

Enclosed is a check for the following amount:

- \$125.00 Filing Fee \$130.00 Filing Fee & Certificate of Status \$155.00 Filing Fee & Certified Copy (additional copy is enclosed) \$160.00 Filing Fee, Certificate of Status & Certified Copy (additional copy is enclosed)

Mailing Address
New Filing Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Street Address
New Filing Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

REQUIRED DOCUMENTATION - CERTIFICATE OF INCORPORATION

ARTICLES OF ORGANIZATION FOR FLORIDA LIMITED LIABILITY COMPANY

ARTICLE I - Name:

The name of the Limited Liability Company is:

Strategic Marketing, LLC

(Must contain the words "Limited Liability Company," "L.L.C.," or "LLC.")

ARTICLE II - Address:

The mailing address and street address of the principal office of the Limited Liability Company is:

Principal Office Address:

Mailing Address:

8895 North Military Trail

8895 North Military Trail

Suite B202

Suite B202

Palm Beach Gardens, FL 33410

Palm Beach Gardens, FL 33410

ARTICLE III - Registered Agent, Registered Office, & Registered Agent's Signature:

(The Limited Liability Company cannot serve as its own Registered Agent. You must designate an individual or another business entity with an active Florida registration.)

The name and the Florida street address of the registered agent are:

Terence J. Murphy

Name

8895 North Military Trail, Suite B202

Florida street address (P.O. Box NOT acceptable)

Palm Beach Gardens

FL

33410

City

State

Zip

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent as provided for in Chapter 605, F.S.

[Signature]
Registered Agent's Signature (REQUIRED)

(CONTINUED)

SECRETARY OF STATE
TALLAHASSEE, FL

2019 NOV 18 AM 11:49

FILED

ARTICLE IV-

The name and address of each person authorized to manage and control the Limited Liability Company:

Title:
"AMBR" = Authorized Member
"MGR" = Manager
MGR

Name and Address:

Terence J. Murphy
8895 North Military Trail, Suite B202
Palm Beach Gardens, FL 33410

MGR

Mary P. Murphy
8895 North Military Trail, Suite B202
Palm Beach Gardens, FL 33410

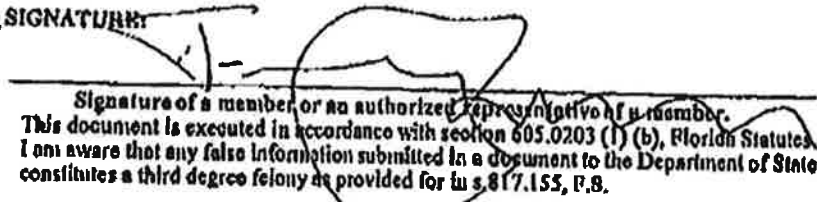
(Use attachment if necessary)

ARTICLE V: Effective date, if other than the date of filing: _____ (OPTIONAL)
(If an effective date is listed, the date must be specific and cannot be more than five business days prior to or 90 days after the date of filing.)

Note: If the date inserted in this block does not meet the applicable statutory filing requirements, this date will not be listed as the document's effective date on the Department of State's records.

ARTICLE VI: Other provisions, if any.

REQUIRED SIGNATURE:


Signature of a member or an authorized representative of a member.
This document is executed in accordance with section 605.0203 (1) (b), Florida Statutes.
I am aware that any false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S.

Terence J. Murphy
Typed or printed name of signer

FILED
2019 NOV 18 AM 11:49
SECRETARY OF STATE
TALLAHASSEE, FL

Filing Fees:

- \$125.00 Filing Fee for Articles of Organization and Designation of Registered Agent
- \$ 30.00 Certified Copy (Optional)
- \$ 5.00 Certificate of Status (Optional)



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

Detail by Entity Name

Florida Limited Liability Company
STRATEGIC MARKETING LLC

Filing Information

Document Number	L19000300892
FE/EIN Number	37-1980362
Date Filed	11/18/2019
State	FL
Status	ACTIVE

Principal Address

8895 NORTH MILITARY TRAIL
SUITE B202
PALM BEACH GARDEN, FL 33410

Changed: 03/26/2020

Mailing Address

8895 NORTH MILITARY TRAIL
SUITE B202
PALM BEACH GARDEN, FL 33410

Changed: 03/26/2020

Registered Agent Name & Address

Murphy, Terence Joseph
8895 NORTH MILITARY TRAIL SUITE B202
PALM BEACH GARDEN, FL 33410

Name Changed: 03/26/2020

Authorized Person(s) Detail

Name & Address

Title MGR

MURPHY, Terence Joseph
8895 NORTH MILITARY TRAIL SUITE B202
PALM BEACH GARDEN, FL 33410

Title MGR

MURPHY, MARY PYLE

9/18/2020

Detail by Entity Name

8895 NORTH MILITARY TRAIL SUITE B202
PALM BEACH GARDEN, FL 33410

Annual Reports

Report Year	Filed Date
2020	03/26/2020

Document Images

03/26/2020 -- ANNUAL REPORT

[View Image in PDF format](#)

11/18/2019 -- Florida Limited Liability

[View Image in PDF format](#)

Florida Department of State, Division of Corporations



STRAMAR-01

SBUSINESS

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/21/2020

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

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

PRODUCER Celedinas Insurance Group, a Marsh & McLennan Agency LLC company 4400 PGA Blvd, Suite 1000 Palm Beach Gardens, FL 33410	CONTACT NAME: PHONE (AC, No, Ext): (561) 622-2550		FAX (AC, No):
	E-MAIL ADDRESS: noreply@celedinas.com		
INSURER(S) AFFORDING COVERAGE			NAIC #
INSURER A: Scottsdale Insurance Company			41297
INSURED Strategic Marketing LLC; SmartLink Internet Strategies; Gale Force Digital Technologies Inc Attn: Mary Murphy 8895 N Military Trail #B202 Palm Beach Gardens, FL 33410			
INSURER B:			
INSURER C:			
INSURER D:			
INSURER E:			
INSURER F:			

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR INSR	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> OCC <input type="checkbox"/> LOG <input type="checkbox"/> OTHER			CPS3383736	06/27/2020	06/27/2021	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 NON OWNED AUTO \$ 1,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE EXCESS LIAB DED \$ RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N <input type="checkbox"/> N/A If yes, describe under DESCRIPTION OF OPERATIONS below						<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - CA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

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

CERTIFICATE HOLDER Town of Lake Park 535 Park Ave Lake Park, FL 33403	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	--



CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY)
09/23/2020

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

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

PRODUCER PAYCHEX INSURANCE AGENCY, INC. 150 SAWGRASS DRIVE ROCHESTER, NY 14620	CONTACT NAME: Paychex Insurance Agency Inc	FAX (A/C, No): 685-389-7426	
	PHONE (A/C, NO, EXT): 877-286-6850	E-MAIL ADDRESS: Certs@paychex.com	
INSURED STRATEGIC MARKETING LLC 8895 N. MILITARY TRAIL SUITE B202 PALM BEACH GARDENS, FL 33410	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A: Technology Insurance Company	42376	
	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		

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

TYPE OF INSURANCE	ADDL INSR	SUBR	IND	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC							EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COM/OP AGG \$
AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS							COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$							EACH OCCURRENCE \$ AGGREGATE \$
WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/OWNER EXCLUDED? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N (Mandatory in HI) If yes, describe under DESCRIPTION OF OPERATIONS below				TWC3881458	04/04/2020	04/04/2021	<input checked="" type="checkbox"/> W/ STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000.00 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000.00 E.L. DISEASE - POLICY LIMIT \$ 1,000,000.00

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
 Waiver of Subrogation granted in favor of the certificate holder

CERTIFICATE HOLDER Town of Lake Park 535 Park Avenue Lake Park, FL 33403	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE <i>Mansi P. Shree</i>

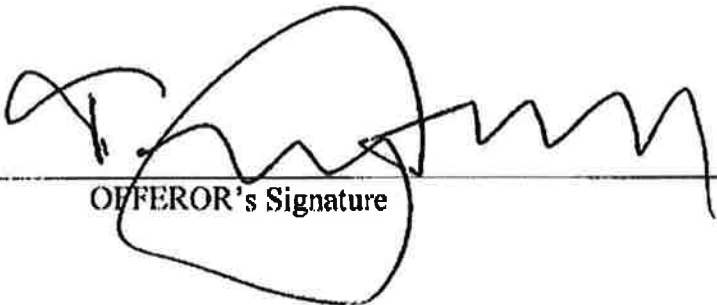
REQUIRED DOCUMENTATION - INSURANCE

DRUG FREE WORKPLACE

OFFERORS must present documentation that they have a Drug Free Workplace Program in place, and 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 this RFP 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 this RFP, the employee shall 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 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 the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



OFFEROR's Signature

ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA
COUNTY OF PALM BEACH

BEFORE ME, the undersigned authority, personally appeared Terence J. Murphy
_____, who, after being by me first duly sworn, deposes and says:

(1) I am Manager of Strategic Marketing LLC, the OFFEROR that
has submitted a Proposal to perform work for the following project:

RFP #: 109-2020 RFP Name: Marketing Services for the Town of Lake Park

(2) I, the undersigned, hereby depose and state that no portion of the sum Proposal in
connection with the work to be performed at the property identified above will be paid to any
employee of the Town of Lake Park or, Public Officer 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.

Terence J. Murphy

Signature

Subscribed and sworn to (or affirmed) before me this 22nd day of September, 2020 by
Terence J. Murphy, who is personally known to me or who has produced _____
_____ as identification.

SEAL:



Notary Signature: Diane M. Cabrera
Notary Name: Diane M. Cabrera
Notary Public-State of Florida
My Commission #: GG 208940
Expires on: July 30, 2022

NON-COLLUSION AFFIDAVIT

State of Florida
County of Palm Beach

BEFORE ME, the undersigned authority, personally appeared Terence J. Murphy who, after being by me first duly sworn, deposes and says of his/her personal knowledge that: _____

(1) He/she is Manager of Strategic Marketing LLC, the OFFEROR that has submitted a Proposal to perform work for the following:

RFP #: 109.2020 RFP Name: Marketing Services for the Town of Lake Park

(2) He/she is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;


(3) Such Proposal is genuine and is not a collusive or sham Proposal;

(4) Neither the said OFFEROR nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly with any other OFFEROR, firm or person to submit a collusive or sham Proposal in connection with the contract for which the attached Proposal has been submitted or to refrain from responding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other OFFEROR, firm or person to fix the price or prices in the attached Proposal or of any other OFFEROR, or to fix any overhead, profit or cost element of the price or the Proposal price of any other OFFEROR, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the Town or any person interested in the proposed contract, and;

(5) The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the OFFEROR or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

[Signature]
Signature

Subscribed and sworn to (or affirmed) before me this 22nd day of September 2020 by Terence J. Murphy who is personally known to me or who has produced _____ as identification.

SEAL:

Diane M. Cabrera
Commission # GG208940
Expires: July 30, 2022
Bonded thru Aeron Notary

Notary Signature: [Signature]
Notary Name: Diane M. Cabrera
Notary Public-State of Florida
My Commission #: GG-208940
Expires on: July 30, 2022

REQUIRED DOCUMENTATION - NON-COLLUSION

CERTIFICATION OF NON-SEGREGATED FACILITIES

The OFFEROR certifies that he/she does not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she does not permit his/her employees to perform their services at any location, under his/her control where segregated facilities are maintained. The OFFEROR certifies further that he/she will not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she will not permit his/her employees to perform their services at any location under his/her control where segregated facilities are maintained. The OFFEROR agrees that a breach of this certification will be a violation of the Equal Opportunity clause in any contract resulting from acceptance of his Proposal. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin, because of habit, local custom, or otherwise. The OFFEROR agrees that (except where he/she has obtained identical certification from proposed subcontractors for specific time periods) he/she will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity clause, and that he/she will retain such certifications in his/her files.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

Company Name and Address:

Strategic Marketing LLC
8895 N. Military Trail
Suite B202

Palm Beach Gardens, FL 33410



Signature

Terence J. Murphy, Manager

Name and Title

9/22/2020

Date

SEAL:



Diane M. Cabrera
Commission # GG208940
Expires: July 30, 2022
Bonded thru Aeron Notary

Notary Signature: Diane M. Cabrera

Notary Name: Diane M. Cabrera
Notary Public-State of Florida

My Commission #: 66208940

Expires on: July 30, 2022

**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(a),
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

**THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A
NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted to TOWN OF LAKE PARK
by Terence J. Murphy
(print individual's name and title)
for Strategic Marketing LLC
(print name of entity submitting sworn statement)

2. Whose address is
8895 N. Military Trail, Suite B202
Palm Beach Gardens, FL 33410
and (if applicable) its Federal Employer Identification Number (FEIN) is
37-1960362

3. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency, municipal corporation, or political subdivision of any other state or the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency, municipal corporation, or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

4. I understand that "convicted" or "conviction as defined in paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial or entry of a plea of guilty or nolo contendere.

5. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a) Florida Statutes, means:
 - i. A predecessor or successor of a person convicted of a public entity crime; or
 - ii. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling equipment or income among persons when not for fair market value under an arm's length agreement shall be prima facie case that one person controls another person. A person knowing enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

6. I understand that a "person" as defined in Paragraph 287.133(1)(e) Florida Statutes, means any natural person entity organized under the laws of any state or the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for

REQUIRED DOCUMENTATION - SWORN STATEMENT ON PUBLIC ENTITY CRIMES

the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an entity.

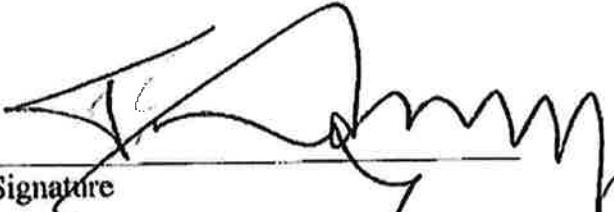
7. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Indicate which statement applies.)

Neither the entity submitting this sworn statement, or one of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order)

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN THE PARAGRAPH ABOVE IS FOR THAT PUBLIC ENTITY ONLY, AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.


Signature

**STATE OF FLORIDA
PALM BEACH COUNTY**

The foregoing instrument was acknowledged before me this 22nd day of September 2020, by Terence J Murphy as President of Estrategic Marketing, LLC, who is personally known to me or has produced as identification.

SEAL:



Diane M. Cabrera
Commission # GG208940
Expires: July 30, 2022
Bonded thru Aarm Notary

Notary Signature: *Diane M. Cabrera*

Notary Name Diane M. Cabrera

Notary Public – State of Florida

My Commission #: GG208940

Expires on: July 30, 2022

The balance of this page intentionally left blank.

NON-BANKRUPTCY AFFIDAVIT

STATE OF FLORIDA)

COUNTY OF PALM BEACH)

Terence J. Murphy is an officer and member of the firm of Strategic Marketing LLC, being first duly sworn, deposes and states that;

- 1. The subsequent certification statement is a true and accurate statement as of the date shown below.
- 2. The affiant understands that the intentional inclusion of false, deceptive or fraudulent statements on this Non-Bankruptcy Affidavit constitutes fraud; and, that the Town of Lake Park, Florida, considers such action on the part of the affiant to constitute good cause for denial, suspension, revocation, disqualification, or rejection of affiant's participation in RFP # 109-2020
- 3. Certification Statement: This is to certify that the aforementioned firm has not filed for bankruptcy in the past seven (7) years and that no owner/officer or principal of the aforementioned firm has filed for bankruptcy personally in the past seven (7) years or has been an owner/officer or principal of a firm which has filed for bankruptcy in the past seven (7) years.

[Handwritten Signature]
Affiant Signature

Sworn to before me this 22nd day of September, 2020 by Terence J. Murphy
(Name of affiant)

He/She is personally known to me or has produced _____ as identification.

[Handwritten Signature]
Signature of Notary

Diane M. Cabrera
Notary's Printed Name

July 30, 2022
Expiration of Notary's Commission

Affix Seal Here:



REQUIRED DOCUMENTATION - PROOF OF FINANCIAL STABILITY

1:14 PM
09/26/20
Accrual Basis

Strategic Marketing1, Inc.
Profit & Loss
January through December 2019

	<u>Jan - Dec 19</u>
Ordinary Income/Expense	
Income	5,648,430.87
Cost of Goods Sold	
7000 Cost of Goods Sold	4,165,177.13
Total COGS	4,165,177.13
Gross Profit	1,483,253.74
Expense	1,110,734.31
Net Ordinary Income	372,519.43
Other Income/Expense	-2,882.99
Net Income	<u>369,636.44</u>

1:10 PM
09/25/20
Accrual Basis

Strategic Marketing1, Inc.
Balance Sheet
As of December 31, 2019

	<u>Dec 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	612,371.91
Accounts Receivable	743,421.51
Other Current Assets	7,304.09
Total Current Assets	<u>1,363,097.51</u>
Fixed Assets	0.00
TOTAL ASSETS	<u><u>1,363,097.51</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	1,285,500.85
Total Liabilities	<u>1,285,500.85</u>
Equity	<u>97,596.66</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,363,097.51</u></u>

REQUIRED DOCUMENTATION - PROOF OF FINANCIAL STABILITY

1:24 PM
09/26/20

Strategic Marketing1, Inc.
Statement of Cash Flows
January through December 2019

	<u>Jan - Dec 19</u>
OPERATING ACTIVITIES	
Net income	389,538.44
Adjustments to reconcile Net income	
Net cash provided by Operating Activities	508,576.58
FINANCING ACTIVITIES	<u>-470,237.28</u>
Net cash increase for period	38,339.30
Cash at beginning of period	<u>576,032.61</u>
Cash at end of period	<u><u>612,371.91</u></u>

REQUIRED DOCUMENTATION - PROOF OF FINANCIAL STABILITY

1:16 PM
09/26/20
Accrual Basis

Strategic Marketing1, Inc.
Profit & Loss
January through December 2018

	<u>Jan - Dec 18</u>
Ordinary Income/Expense	
Income	1,232,800.83
Cost of Goods Sold	<u>3,849.52</u>
Gross Profit	1,228,951.31
Expense	<u>1,101,148.80</u>
Net Ordinary Income	127,804.51
Other Income/Expense	<u>-22,221.83</u>
Net Income	<u><u>105,582.68</u></u>

Strategic Marketing1, Inc.
Balance Sheet
As of December 31, 2018

	<u>Dec 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	577,067.61
Accounts Receivable	784,442.21
Other Current Assets	179,522.47
Total Current Assets	<u>1,541,022.29</u>
Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>1,541,022.29</u></u>
LIABILITIES & EQUITY	
Liabilities	1,342,824.61
Equity	<u>198,197.68</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,541,022.29</u></u>

REQUIRED DOCUMENTATION - PROOF OF FINANCIAL STABILITY

Strategic Marketing1, Inc.
Statement of Cash Flows
January through December 2018

	<u>Jan - Dec 18</u>
OPERATING ACTIVITIES	
Net income	105,562.68
Adjustments to reconcile Net income	
Net cash provided by Operating Activities	126,087.09
INVESTING ACTIVITIES	0.00
FINANCING ACTIVITIES	<u>-69,447.68</u>
Net cash increase for period	66,619.41
Cash at beginning of period	<u>520,413.20</u>
Cash at end of period	<u><u>576,032.61</u></u>

1:20 PM

08/28/20

Accrual Basis

Strategic Marketing1, Inc.
Profit & Loss
January through December 2017

	<u>Jan - Dec 17</u>
Ordinary Income/Expense	
Income	1,288,901.65
Cost of Goods Sold	1,986.19
Gross Profit	1,284,915.46
Expense	1,041,766.78
Net Ordinary Income	223,148.68
Other Income/Expense	-58,666.79
Net Income	<u>166,479.89</u>

1:11 PM
08/25/20
Accrual Basis

Strategic Marketing1, Inc.
Balance Sheet
As of December 31, 2017

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	1,542,444.81
Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>1,542,444.81</u></u>
LIABILITIES & EQUITY	
Liabilities	1,380,381.93
Equity	<u>162,062.88</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,542,444.81</u></u>

1:28 PM
09/26/20

Strategic Marketing1, Inc.
Statement of Cash Flows
January through December 2017

	<u>Jan - Dec 17</u>
OPERATING ACTIVITIES	409,633.02
INVESTING ACTIVITIES	8,569.29
FINANCING ACTIVITIES	<u>-72,838.19</u>
Net cash increase for period	345,364.12
Cash at beginning of period	<u>175,049.08</u>
Cash at end of period	<u><u>520,413.20</u></u>

September 23, 2020

Town of Lake Park


To Whom It May Concern:

Our firm represents Strategic Marketing 1, Inc. and Strategic Marketing LLC. We have prepared tax returns for the years 2018 and 2019 for the Company. During early 2020, Strategic Marketing 1, Inc. did a reorganization and became Strategic Marketing LLC.

If you have any questions regarding these tax returns, please contact me.

Very truly yours,

Rehmann Robson LLC



Martin A. Dytrych, CPA
Principal

/lms

J:\CLIENTS\462697 STRATEGIC MARKETING LLC\2020\09.23 TOWN OF LAKE PARK.DOCX

Rehmann is an independent member of Nexia International.



500 University Blvd., Suite 215, Jupiter, FL 33458 561.694.1040

Criminal Litigation

Please provide a summary of any and all criminal litigation your firm has been involved with for the previous 10 years through the present. Include any and all criminal convictions and any outstanding indictments. Copy this form and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

This form is not applicable as Strategic Marketing has no history of criminal litigation.

Brief Description:
Outcome/Projected Outcome:

Defendant:
Charge(s):
Brief Description:
Outcome/Projected Outcome:

Defendant:
Charge(s):
Brief Description:
Outcome/Projected Outcome:

REQUIRED DOCUMENTATION - CRIMINAL LITIGATION

Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

Litigants: Strategic Marketing v. Canasi, Javier
Brief Description of Case: Small claims - seeking payment for services rendered.
Outcome/projected outcome: We expect to win this case.
Amount of Claim/Monetary Award/Settlement \$3,125

Litigants: Strategic Marketing v. Forman, Bert
Brief Description of Case: Libel / Slander - seeking damages
Outcome/projected outcome: We expect to win.
Amount of Claim/Monetary Award/Settlement \$4,687

Litigants: Forman, Bert v. Strategic Marketing
Brief Description of Case: After 2 years of a monthly charge, the plaintiff wants to be refunded all charges.
Outcome/projected outcome: We expect to win.
Amount of Claim/Monetary Award/Settlement \$500

Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

Litigants: Northlake Palm Beach Corp v Strategic Marketing
Brief Description of Case: Landlord dispute due to new property.
Outcome/projected outcome: We expect this will be settled outside of court.
Amount of Claim/Monetary Award/Settlement \$9,074

Litigants: Strategic Marketing v AIM True Treasures
Brief Description of Case: Non-payment for contracted services.
Outcome/projected outcome: Settled out of court
Amount of Claim/Monetary Award/Settlement \$26,529

Litigants: Strategic Marketing v Avery, Emmett
Brief Description of Case: Breach of contract. Settled out of court.
Outcome/projected outcome: Settled out of court.
Amount of Claim/Monetary Award/Settlement \$15,000

REQUIRED DOCUMENTATION - CIVIL LITIGATION

Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

Litigants: Strategic Marketing v L.O. Michael K. Bregman P.A.
Brief Description of Case: Suit for breach of contract.
Outcome/projected outcome: Settled out of court
Amount of Claim/Monetary Award/Settlement \$ 8,790

Litigants: Strategic Marketing v Rosher inc
Brief Description of Case: Breach of contract & debt for services rendered
Outcome/projected outcome: Settled out of court
Amount of Claim/Monetary Award/Settlement \$ 15,000

Litigants: Strategic Marketing v Bayside Title & Escrow
Brief Description of Case: Suit for non-payment of contracted services.
Outcome/projected outcome: Settled out of court
Amount of Claim/Monetary Award/Settlement \$ 8,072

Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

Litigants: Strategic Marketing v CGG Management
Brief Description of Case: Suit for non-payment of contracted services.
Outcome/projected outcome: Settled out of court.
Amount of Claim/Monetary Award/Settlement \$ 104,035

Litigants: Strategic Marketing v Institute for Executive Recovery
Brief Description of Case: Suit for non-payment of contracted services.
Outcome/projected outcome: Settled out of court
Amount of Claim/Monetary Award/Settlement \$ 98,940

Litigants: Strategic Marketing v Great Blue Heron Software
Brief Description of Case: Suit for copyright infringement for unauthorized website design.
Outcome/projected outcome: Strategic Marketing won.
Amount of Claim/Monetary Award/Settlement \$ 2,546,946



SM **STRATEGIC
MARKETING**

EST. 1992

CORPORATE OFFICE:

8895 N MILITARY TRAIL,
SUITE B202
PALM BEACH GARDENS,
FLORIDA 33410

PHONE:

561-688-8155

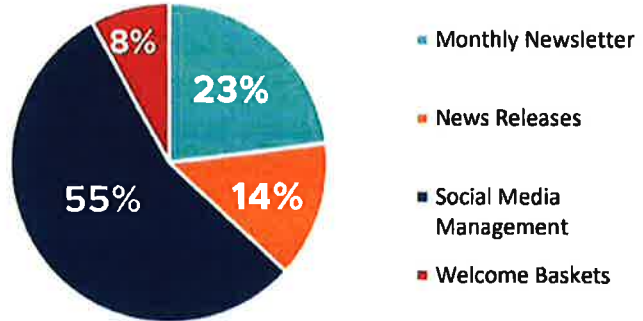
EXHIBIT B
TO CONTRACT

PRICING SCHEDULE

BUDGET ALLOCATION

Strategic Marketing will complete the presented scope of work for an annual rate of \$36,000 paid in a monthly \$3,000 retainer over a 12-month period.

Budget Allocation by Initiative (%)



Initiatives	Total
Monthly Newsletter	
(12) Newsletters	\$ 8,280
News Releases	
(6) News Releases	\$ 4,968
Social Media Management	
(12) Social Media Content Calendars <i>*8 Social Media Posts Per Month</i>	\$ 19,872
Welcome Baskets	
(144) Baskets	\$ 2,880
Total	\$ 36,000.00

COPY OF RFP #109-2020



REQUEST FOR PROPOSALS FOR MARKETING SERVICES FOR THE TOWN OF LAKE PARK

REQUEST FOR PROPOSALS (RFP) NO. 109-2020

NOTICE IS HEREBY GIVEN that the Town of Lake Park, Florida (hereinafter referred to as the (Town)) is accepting sealed Proposals from qualified firms to provide marketing services to the Town. The Town is a diverse, artistic, waterfront community with a population of 8,605 located in sunny Palm Beach County on the east coast of Florida. The Town has a Commission/Manager form of government where the Town Manager works under the legislative direction of the Town Commission.

This Request for Proposals (“RFP”) is for the provision of marketing and crisis communication services for the Town for the following purposes:

- **To provide comprehensive marketing services to the Town (excluding the Town’s Community Redevelopment Agency Area) including the development of content for the Town’s social media sites, and the development and production of a monthly newsletter;**
- **To improve the perception of the Town as a safe community in which to live, work and visit;**
- **To increase awareness of the Town’s positive steps towards crime reduction;**
- **To provide the media with data that can lead to the publication of crime reduction stories in the Town;**
- **To combat a perception that the Town is unsafe; and**
- **To create a better on-line presence for the Town regarding safety**
- **To highlight development projects, focus on building better relations with businesses and residents**
- **To develop an information packet and welcome basket for new residents in Town**

Submitting Proposals

All sealed Proposals shall be submitted with an original and three (3) copies in a sealed envelope/package to the following address:

**Town of Lake Park
Office of the Town Clerk, Town of Lake Park
Lake Park Town Hall
535 Park Avenue**

Lake Park, Florida 33403

PROPOSAL ENVELOPES MUST BE PLAINLY MARKED ON THE OUTSIDE OF THE ENVELOPE OR PACKAGE AS “PROPOSAL FOR THE PROVISION OF MARKETING SERVICES TO THE TOWN OF LAKE PARK, RFP NO. 109-2020.”

Sealed Proposals must be received on or before 10:00 a.m. Eastern Time on September 29, 2020 at which time all timely submitted Proposals will be publicly opened and read via Zoom in the Commission Chamber of the Lake Park Town Hall. Proposals received after this time are not timely and shall be returned unopened. Receipt of a Proposal by any Town office, receptionist, or personnel, other than the Office of the Town Clerk shall not constitute a “submittal” as required by this solicitation. The Town Clerk’s time stamp shall be conclusive as to the timeliness of any submittal.

PLEASE NOTE THAT PROPOSALS WILL NOT BE ACCEPTED BY FAX OR BY EMAIL.

The balance of this page intentionally left blank.

Proposal Documents

The Town's Request for Proposal document will be available beginning on September 8, 2020. Offerors desiring copies of the RFP document for use in preparing a Proposal may obtain a set of such documents by visiting the Office of the Town Clerk by appointment only at 535 Park Avenue, Lake Park Town Hall, Lake Park, Florida, between the hours of 8:30 a.m.–5:00 p.m. Eastern Time, Monday thru Friday by calling the Office of the Town Clerk at 561-881-3311 or by emailing the Office of the Town Clerk at townclerk@lakeparkflorida.gov.

Any questions regarding the substance of this RFP must be submitted in writing to the Office of the Town Clerk by email no later than 5:00 p.m. Eastern Time on September 15, 2020.

Proposals shall be submitted on the form(s) provided and signed in BLUE ink by an officer and/or owner of the business possessing the required authority. Proposals must include all information requested. Any corrections made to entries on any Proposal form(s) shall be initialed where changed by the person signing the Proposal in BLUE ink. Should any information requested not be provided or if the Proposal should be received unsigned on the Proposal sheet ('PROPOSAL FORM'), such Proposal shall be considered non-responsive and subject to rejection.

All prices contained in the Proposal shall be guaranteed firm for a minimum of 90 calendar days after the submission of the Proposal. Proposals may be withdraw within 90 calendar days after the Proposal opening date.

ALL OFFERORS ARE ADVISED THAT THE TOWN HAS NOT AUTHORIZED THE USE OF THE TOWN LOGO BY INDIVIDUALS OR ENTITIES RESPONDING TO TOWN REQUESTS FOR PROPOSAL, AND THAT ANY SUCH USE BY UNAUTHORIZED PERSONS OR ENTITIES CONSTITUTES A SECOND DEGREE MISDEMEANOR PURSUANT TO SECTION 165.043, FLORIDA STATUTES.

All Offerors are advised that materials will not be supplied or sold by the Town to Offerors in connection with submission or preparation of Proposals, or any other matter, including but not limited to envelopes, labels or tape.

Offerors shall demonstrate a satisfactory record of performance for services provided which are similar in the magnitude and scope for the services sought herein and as documented by their Letters of Reference.

Award of the Proposal will be made by the Town Commission at a public meeting.

The Town reserves the right to accept or reject any or all Proposals (in whole or in part) with or without cause, to waive any technicalities, irregularities or formalities, or to accept the Proposal(s) which in its judgment best serves the Town.

s/Vivian Mendez
Vivian Mendez, MMC, Town Clerk
Town of Lake Park, Florida

OFFEROR’S CERTIFICATION

I certify that this Proposal acknowledgment is made without prior understanding, agreement or connection with any other corporation, firm or person who has submitted a Proposal, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Proposal and certify that I am authorized to sign this document as the OFFEROR. By signature on this form, OFFEROR acknowledges and accepts without limitation, pages 1 through 28 inclusive of this Request for Proposals (hereinafter referred to as “RFP”) as well as any special instructions if applicable.

CORRECT LEGAL NAME OF OFFEROR:

SIGNATURE OF OFFEROR’S AUTHORIZED AGENT:

TITLE:

TYPED/PRINTED NAME OF AUTHORIZED AGENT:

ADDRESS:

PHONE NO:

() _____

SECTION 1

GENERAL TERMS AND CONDITIONS

1.1 Definitions:

The following words, terms and phrases, when used in this division, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Amendment: A modification, deletion or addition to an executed contract by means of a formally executed document signed by both parties.

Certificate of insurance: A document which shows proof of insurance, coverage, types and amounts.

Debarment: The exclusion, for cause, of an Offeror from bidding and/or receiving a contract to do business with the town.

Designee: A duly authorized representative of a person, business organization, or governmental agency.

Minority business enterprise (certified): A business as defined by § 288.703 (1), F.S.

Minority person: A person as defined by § 288.703, F.S.

Offeror: A business or individual responding to an Invitation to Bid, Request for Qualifications, or Request for Proposals.

Palm Beach County Merchant: A merchant whose primary place of business is located within the boundaries of Palm Beach County, Florida, and who has had a valid Palm Beach County Local Business Tax Receipt and has been operating its business for at least one (1) year prior to the issuance of the invitation for bids or request for proposals.

Person: Any business, individual, union, committee, club, or organization, or group of individuals.

Proposal: An executed formal document submitted by an offeror to the town stating the goods and/or service offered to satisfy the need as described in a request for proposals (RFP), request for statement of qualifications (RFQ) or a request for information (RFI).

Public entity crime: A violation as defined in § 287.133(1)(g), F.S.

Purchasing agent: The town manager, or his designee.

Request for proposal: A written or electronically posted solicitation for competitive sealed proposals.

Responsible Offeror. An Offeror who is determined to have the qualifications, integrity, reliability and capability in all respects to fully perform in accordance with the requirements of an invitation to bid, request for proposals, qualifications, or statements.

Responsive bid, proposal, or reply. A bid, or proposal, or reply submitted by an offeror which conforms in all material respects to the solicitation.

Suspension: The temporary debarment of an Offeror for up to three years.

Veteran business enterprise: Any business which meets the definition of § 295.187 (3), F.S. and which has been certified by the Florida Department of Management Services.

The balance of this page intentionally left blank.

SECTION 2. COMPETITIVE SEALED PROPOSAL PROCESS

2.1 Proposal Submission:

The Offeror's response to this RFP (hereinafter "Response") shall be submitted to the Town Clerk in a sealed envelope no later than the time and date at the location specified in the solicitation. Any Response received after the deadline established in the RFP, or which is submitted at a location other than at the location specified in the RFP shall be deemed unresponsive and shall be returned unopened to the Offeror. It shall be the Offeror's sole responsibility to ensure that its Response reaches the place specified in the town's RFP for receipt of responses to solicitations and by the time specified. The Town shall bear no responsibility for any failure of the U.S. Postal Service, other courier service or a Town employee to successfully deliver a Response, or for a mistake in the delivery of a Response to a location other than the location designated in the RFP.

2.2 Proposal Acceptance and Evaluation:

Responses shall be accepted from all qualified Offerors except as otherwise provided herein and shall be evaluated based on the requirements set forth in the RFP.

The Town may, at any time and in its sole discretion, reject all responses to the RFP and may or may not choose to seek the same or a similar RFP in the future.

2.3 Proposal Opening:

Responses shall be opened publicly in the presence of one or more witnesses at the time and place specified in the RFP. The Town Clerk or her designee shall officiate at the opening of the RFP, and shall announce and record the name of each Offeror, recite the amount of each Offeror's Response and such other information to the RFP as is appropriate.

2.4 Public Record:

All responses to the RFP shall become a public record and shall be subject to public disclosure once opened.

2.5 Cancelling or Postponing Request for Proposals:

The Purchasing Agent or designee may, prior to the due date of the RFP, elect to extend, cancel or postpone the date and/or time for its submission. In such situations, the Town Clerk shall issue an addendum, or a notice of cancellation, as appropriate.

2.6 Withdrawal of Proposals:

An Offeror may withdraw a response to a solicitation prior to date and time designated in the RFP for their opening. If an Offeror withdraws its response after the deadline established in the RFP, the purchasing agent may suspend an Offeror from participating in any future Town solicitations for up to three years.

2.7 Proposal Evaluation and Award:

Proposals may be evaluated by an evaluation committee, which shall have not less than three voting members and shall be composed as follows: the originating department director, the Town Manager and a third member.

An award shall be made to the most responsive, responsible Offeror whose proposal is determined to be the most advantageous to the Town in accordance with the evaluation criteria contained in the RFP. The evaluation of proposals shall be in accordance with the procedure established in the RFP.

Notice of the intent to award, along with a tabulation of the results of an evaluation, shall be posted by the Town Clerk on the Town's website at least five business days prior to the Commission's consideration of an award. The Town Clerk shall also provide all Offerors affected by the proposed award written notice of the intent to award by email at the same time as the notice of intent to award is posted on the town's website.

2.8 Evaluation Criteria:

Proposals shall be evaluated using the criteria set forth below. The Proposals of **Offerors who have met the mandatory submittal criteria and have submitted all documentation required in the RFP shall have their Proposals ranked and evaluated.** A sample of the form that will be used in assigning points for specific criteria in the evaluation process is attached hereto as **Exhibit A** to this RFP:

- (1) **Financial, material, expertise, facility, and personnel resources, experience, knowledge and use of best practices necessary to indicate its capability to meet all contractual obligations (40 points);**
- (2) **A satisfactory record of performance on similar projects as described by the OFFEROR's in its Proposal (20 points);**
- (3) **A record of integrity that is satisfactory to the Town (20 points);**
- (4) **Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the Town (10 points);**
- (5) **A Proposal that conforms to the requirements of this RFP concerning pricing, surety, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP (10 points); and**
- (6) **Creativity and approach to messaging, targeting intended audiences (Extra 10 points).**

The Offeror shall supply the above information or documentation to the Town as part of the Proposal it submits to the Town pursuant to this RFP. **If an Offeror fails to supply such information the TOWN shall consider the Proposal to be not responsive to the RFP.**

2.9 Cone of Silence:

An Offeror shall not communicate with any elected or appointed Town official or employee other than a person listed in this RFP prior to the time an award has been made by the Town Commission. Any communication between the Offeror and the Town shall be submitted to Town Clerk, or the person listed in this RFP. Any violation of the Cone of Silence imposed herein shall be grounds for the disqualification of a Proposal.

2.10 Protested Solicitations and Awards:

The right of an Offeror to protest a pending award of a contract shall do so pursuant to the Town's policy on Protested Solicitations and Awards which is set forth at Section 2-251 of the Town's purchasing Ordinance.

2.11 Required Submittals:

The Offeror shall submit:

- (1) A detailed Scope of Services setting forth its specifications for the provision of marketing services to the Town.
- (2) The Proposal form contained in this RFP. Failure to do so may cause the Proposal to be rejected. The forms must be submitted in good order and all blanks must be completed.
- (3) The signature of the officer or owner of the OFFEROR.
- (4) Proposals submitted by a corporation shall be submitted in the full legal name of the OFFEROR and executed in the corporate name by the president or an authorized corporate officer accompanied by a corporate resolution or other evidence that the officer has the authority to sign the Proposal. The corporate address and state of incorporation must be shown below the signature.
- (5) Proposals by partnerships must be executed by the General Partner of the partnership. The official address of the partnership shall be shown below the signature.
- (6) Copies of OFFEROR's State of Florida Licenses and Certificate of Incorporation, or if a foreign corporation a copy of documentation showing registration as a foreign corporation authorized to do business in the State of Florida must be included in the Proposal document.
- (7) A Statement of Qualifications, to include copies of current resume of all business principals as well as management and supervisory staff of the OFFEROR, copies of all current professional and business licenses, current certifications of insurance coverage, three (3) letters of professional references, and a list and description of similar projects that were satisfactorily completed by OFFEROR within the past five (5) years (for each project list the name and telephone of a representative for whom the project was undertaken and who can verify OFFEROR's performance). OFFEROR shall also provide any other information deemed pertinent by the OFFEROR relating to its particular qualifications to perform the proposed services or work. OFFEROR shall also show its capability to meet the time and budget requirements of the TOWN taking into consideration and including the current and projected workload of the OFFEROR.
- (8) Organizational charts, to include a staffing plan which identifies key personnel who will be providing services to the Town, including the length of tenure of such personnel with the OFFEROR must be included in the Proposal document.

- (9) A statement regarding recent, current and anticipated future workload of the OFFEROR, including an assessment of the effect of same upon the provision of the service or the completion of the project work must be included.
- (10) The physical address of OFFEROR's principal business office and any and all satellite offices must be included.

2.12 Required Documentation:

The Offeror shall include the following in its Proposal submittal:

- (a) OFFEROR's Certification
 - Certificate(s) of Insurance showing general liability and worker's compensation coverage
- (b) Proposal Form
 - Signed
 - Certified corporate resolution or other duly executed document evidencing authority to sign on behalf of the OFFEROR.
- (c) References
- (d) Drug Free Workplace Certification
- (e) Anti-kickback Affidavit
- (f) Non-Collusive Affidavit
- (g) Certification of Non-Segregated Facilities, if required by the Special Conditions
- (h) Sworn Statement on Public Entity Crimes
- (i) Experience Form(s)
- (j) Proof of Financial Stability:
 - A completed and notarized Non-Bankruptcy Affidavit, and
 - Copies of the firm's three most recent financial statements which must include, at a minimum: (a) a balance sheet, (b) an income statement, (c) a statement of cash flow, and (d) a cover letter from the compiling accounting firm.
- (k) Civil Litigation Form
- (l) Criminal Litigation Form
- (m) Proposal security, if required by the Special Conditions

The balance of this page intentionally left blank.

PROPOSAL FORM

In consideration for the performance by the Offeror of the services to be provided in response to the services solicited this RFP, the Town shall pay to the successful Offeror a monthly retainer of

_____.

INDIVIDUAL, BUSINESS ENTITY OR PARTNERSHIP

By: _____ / _____
(Signature) (Print name)

Address: _____

Telephone: (____) _____ Fax: (____) _____
(both with area codes)

E-mail Address of Signatory: _____

Company Website: _____

DUNS Number: _____

Social Security Number (OR) Federal Identification Number (FEIN): _____

CORPORATION

By: _____ / _____
(Signature) (Print name)

Address: _____

Telephone: _____ FAX: _____ (both
with area codes)

E-mail Address of Signatory: _____

Company Website: _____

DUNS Number: _____

Federal Identification Number (FEIN): _____

State Under Which Corporation Was Chartered: _____
(If a foreign corporation, the date the corporation was authorize to do business in the State of Florida) _____.

Corporate President: _____
(Print Name)

Corporate Secretary: _____
(Print Name)

Corporate Treasurer: _____
(Print Name)

CORPORATE SEAL

Attest By: _____
Secretary

The following individuals are the designated contacts assigned to the Town:

VENDOR SERVICE REPRESENTATIVE (REGULAR WORK HOURS):

Name: _____

Address: _____

Telephone :() _____

Email Address: _____

VENDOR SERVICE REPRESENTATIVE (AFTER WORK HOURS, WEEKEND & HOLIDAYS):

Name: _____

Address: _____

Telephone :() _____

Email Address: _____

REFERENCES

As specified in the Standard Terms and Conditions of this RFP, OFFERORS shall present the details of a minimum of three references of work performed that is similar to the services outlined in this RFP. (Additional references may be submitted on a separate sheet)

COMPANY NAME AND CONTACT NAME	ADDRESS CITY, STATE, ZIP PHONE & FAX NUMBER
1.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
2.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
3.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
4.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:

DRUG FREE WORKPLACE

OFFERORS must present documentation that they have a Drug Free Workplace Program in place, and 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 this RFP 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 this RFP, the employee shall 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 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 the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

OFFEROR's Signature

ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA
COUNTY OF PALM BEACH

BEFORE ME, the undersigned authority, personally appeared _____
_____, who, after being by me first duly sworn, deposes and says:

(1) I am _____ of _____, the OFFEROR that
has submitted a Proposal to perform work for the following project:

RFP #: _____ RFP Name: _____

(2) I, the undersigned, hereby depose and state that no portion of the sum Proposal in
connection with the work to be performed at the property identified above will be paid to any
employee of the Town of Lake Park or, Public Officer 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.

Signature

Subscribed and sworn to (or affirmed) before me this ____ day of _____, 2020 by

_____, who is personally known to me or who has produced _____

_____ as identification.

SEAL:

Notary Signature: _____

Notary Name: _____

Notary Public-State of Florida

My Commission #: _____

Expires on: _____

NON-COLLUSION AFFIDAVIT

State of Florida
County of Palm Beach

BEFORE ME, the undersigned authority, personally appeared _____, who, after being by me first duly sworn, deposes and says of his/her personal knowledge that: _____

(1) He/she is _____ of _____, the OFFEROR that has submitted a Proposal to perform work for the following:

RFP #: _____ RFP Name: _____

(2) He/she is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;

(3) Such Proposal is genuine and is not a collusive or sham Proposal;

(4) Neither the said OFFEROR nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly with any other OFFEROR, firm or person to submit a collusive or sham Proposal in connection with the contract for which the attached Proposal has been submitted or to refrain from responding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other OFFEROR, firm or person to fix the price or prices in the attached Proposal or of any other OFFEROR, or to fix any overhead, profit or cost element of the price or the Proposal price of any other OFFEROR, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the Town or any person interested in the proposed contract, and;

(5) The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the OFFEROR or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

Signature
Subscribed and sworn to (or affirmed) before me this _____ day of _____ 2020 by _____, who is personally known to me or who has produced _____ as identification.

SEAL:

Notary Signature: _____

Notary Name: _____

Notary Public-State of Florida

My Commission #: _____

Expires on: _____

NON-BANKRUPTCY AFFIDAVIT

STATE OF _____)

COUNTY OF _____)

_____ is an officer and member of the firm of _____, being first duly sworn, deposes and states that;

1. The subsequent certification statement is a true and accurate statement as of the date shown below.
2. The affiant understands that the intentional inclusion of false, deceptive or fraudulent statements on this Non-Bankruptcy Affidavit constitutes fraud; and, that the Town of Lake Park, Florida, considers such action on the part of the affiant to constitute good cause for denial, suspension, revocation, disqualification, or rejection of affiant's participation in RFP # _____.
3. Certification Statement: This is to certify that the aforementioned firm has not filed for bankruptcy in the past seven (7) years and that no owner/officer or principal of the aforementioned firm has filed for bankruptcy personally in the past seven (7) years or has been an owner/officer or principal of a firm which has filed for bankruptcy in the past seven (7) years.

Affiant Signature

Sworn to before me this _____ day of _____, 20____ by _____.
(Name of affiant)

He/She is personally known to me or has produced _____ as identification.

Signature of Notary

Notary's Printed Name

Expiration of Notary's Commission

Affix Seal Here:

CERTIFICATION OF NON-SEGREGATED FACILITIES

The OFFEROR certifies that he/she does not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she does not permit his/her employees to perform their services at any location, under his/her control where segregated facilities are maintained. The OFFEROR certifies further that he/she will not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she will not permit his/her employees to perform their services at any location under his/her control where segregated facilities are maintained. The OFFEROR agrees that a breach of this certification will be a violation of the Equal Opportunity clause in any contract resulting from acceptance of his Proposal. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin, because of habit, local custom, or otherwise. The OFFEROR agrees that (except where he/she has obtained identical certification from proposed subcontractors for specific time periods) he/she will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity clause, and that he/she will retain such certifications in his/her files.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

Company Name and Address:

Signature

Name and Title

Date

SEAL:

Notary Signature: _____

Notary Name: _____
Notary Public-State of Florida

My Commission #: _____

Expires on: _____

**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(a),
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

**THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A
NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted to **TOWN OF LAKE PARK**

by _____

(print individual's name and title)

for _____

(print name of entity submitting sworn statement)

2. Whose address is

and (if applicable) its Federal Employer Identification Number (FEIN) is

3. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency, municipal corporation, or political subdivision of any other state or the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency, municipal corporation, or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

4. I understand that "convicted" or "conviction as defined in paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial or entry of a plea of guilty or nolo contendere.

5. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a) **Florida Statutes**, means:

- i. A predecessor or successor of a person convicted of a public entity crime; or
- ii. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling equipment or income among persons when not for fair market value under an arm's length agreement shall be prima facie case that one person controls another person. A person knowing enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

6. I understand that a "person" as defined in Paragraph 287.133(1)(e) **Florida Statutes**, means any natural person entity organized under the laws of any state or the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for

the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an entity.

7. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. **(Indicate which statement applies.)**

___ Neither the entity submitting this sworn statement, or one of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

___ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. **(Attach a copy of the final order)**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN THE PARAGRAPH ABOVE IS FOR THAT PUBLIC ENTITY ONLY, AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Signature

**STATE OF FLORIDA
PALM BEACH COUNTY**

The foregoing instrument was acknowledged before me this _____ day of _____ 2020, by _____ as _____ of _____, who is personally known to me or has produced _____ as identification.

SEAL:

Notary Signature: _____

Notary Name _____

Notary Public – State of Florida

My Commission #: _____

Expires on: _____

The balance of this page intentionally left blank.

EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: _____

Address:

City

State

Zip Code

Please list three (3) current references directly responsible for overseeing the above contract.

Contact Employee	Job Title	Telephone Number	Fax Number
1.		()	()
2.		()	()
3.		()	()

DATE OF CONTRACT

Contract start date ____/____/____

Contract expiration date ____/____/____

(NOT INCLUDING FUTURE EXTENSIONS)

Does the contract have a renewal or extension option? YES NO

If yes, how long? _____

If yes, has the contract been extended or renewed? YES NO

If yes, how many times? _____

For how long has the contract time been extended _____

Has your company ever requested a rate increase or additional compensation during the term of this contract? YES NO

If yes, please state the reason for the request and if the increase was granted?

Starting Contract Amount _____

Final Contract Amount _____

Financial Stability

OFFEROR must demonstrate that it is a sustainable organization with the financial capability to service the TOWN for the term of the Agreement. To do this the OFFEROR will provide the following:

- 1) A completed and notarized Non-Bankruptcy Affidavit, and
- 2) Copies of the firm's three most recent financial statements which must include, at minimum: (a) a balance sheet, (b) an income statement, (c) a statement of each flow, and (d) a cover letter from the compiling accounting firm.

Civil Litigation and Criminal Convictions

The OFFEROR shall provide a summary of all civil litigation the company has been directly or indirectly involved in for the previous 10 years to the present. This summary shall state the nature of the litigation, a brief description of the case, the outcome or projected outcome of the case, and the monetary amounts involved. Civil litigation reported under this section shall be limited to that which involves the services covered in this RFP. Litigation related to internal personnel issues, i.e. individual Workers' Compensation claims and/or employment related issues are excluded.

The OFFEROR shall provide a summary of all criminal convictions and any current indictments of the company and/or its officers for the previous 10 years through the present.

NOTE: The Pre-Qualification Committee may disqualify an OFFEROR with past convictions when those convictions relate to antitrust violations, fraud, bribery, racketeering, or other similar offenses.

The OFFERORS shall submit completed Forms C1 and C2 and provide any supporting documentation the OFFEROR believes is appropriate to clarify and support the information provided on Forms C1 and C2.

The balance of this page intentionally left blank.

Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

Litigants:
Brief Description of Case:
Outcome/projected outcome:
Amount of Claim/Monetary Award/Settlement

Litigants:
Brief Description of Case:
Outcome/projected outcome:
Amount of Claim/Monetary Award/Settlement

Litigants:
Brief Description of Case:
Outcome/projected outcome:
Amount of Claim/Monetary Award/Settlement

Criminal Litigation

Please provide a summary of any and all criminal litigation your firm has been involved with for the previous 10 years through the present. Include any and all criminal convictions and any outstanding indictments. Copy this form and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

Defendant:
Charge(s):
Brief Description:
Outcome/Projected Outcome:

Defendant:
Charge(s):
Brief Description:
Outcome/Projected Outcome:

Defendant:
Charge(s):
Brief Description:
Outcome/Projected Outcome:

ACKNOWLEDGMENT OF ADDENDA

INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES

PART I:

List below the dates of issue for each addendum received in connection with this RFP:

Addendum #1, Dated _____

Addendum #2, Dated _____

Addendum #3, Dated _____

Addendum #4, Dated _____

Addendum #5, Dated _____

Addendum #6, Dated _____

Addendum #7, Dated _____

Addendum #8, Dated _____

Addendum #9, Dated _____

Addendum #10, Dated _____

PART II:

NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS RFP

Offeror Name

Signature

Name and Title (Print or Type)

Date

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: _____

Address: _____

City/State/Zip Code: _____

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror’s most recent Workers’ Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR’s submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	
<p>Total Points Awarded</p>	
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

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**COPY OF NOTICE OF INTENT
TO AWARD AND PROPOSAL
EVALUATION FORMS**



Office of the
Town Manager

NOTICE OF INTENT TO AWARD

Notice is hereby given by the Town of Lake Park of the intent to award a Contract for the provision of Marketing Services to the Town of Lake Park pursuant to RFP No. 109-2020 to the following Offeror:

Strategic Marketing LLC

The award shall be effective upon approval by the Town Commission at its Regular November 18, 2020 Commission meeting, which will be held in the Commission Chamber, Lake Park Hall, 535 Park Avenue, Lake Park, Florida 33403, commencing at 6:30 p.m.

This Notice of Intent to Award, along with the attached tabulation of the results of the evaluation, shall be posted by the Town Clerk on the Town of Lake Park's official website five (5) business days prior to the November 18, 2020 Commission meeting.

All Offers have the right to protest this intent to award pursuant to Section 2-251 of the Town's purchasing Ordinance.

Issued by: Town of Lake Park

Office of the Town Manager

11/5, 2020

John O. D'Agostino
Town Manager

Attachment

535 Park Avenue
Lake Park, FL 33403
Phone: (561) 881-3304
Fax: (561) 881-3314

www.lakeparkflorida.gov

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: Petty Productions, Inc.
 Address: 407 Commerce Way, #7A
 City/State/Zip Code: Jupiter, FL 33458

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>* Only RFP April 2020 provided • Only one resume provided (Nelson Paty) - but the team included other people. Based on this, it was impossible to tell if these people were met. <u>(Minus 20 points)</u></p> <p>Notation: included both offeror's own wife's name & ability & in April from WC. <u>(ok)</u></p> <p style="text-align: center;"><u>(20)</u></p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>Letters provided for three references.</p> <p style="text-align: center;"><u>(40)</u></p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p style="text-align: center;"><u>(20)</u></p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>Corporate info. provided. Florida license notes provided. (5)</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>→ Welcome booklet for new residents not included. (5)</p>
<p>Total Points Awarded</p>	<p>(70)</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p>- - -</p>

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This proposal is within the \$36,000 budget.

Bonnie McElhannon
11/2/2020

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: MS Factor
 Address: 1804 N. Dixie Hwy, Suite B
 City/State/Zip Code: West Palm Beach, FL 33407

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>not provided (-5)</p> <p>(35)</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>Letter of reference provided apart from bid of reference provided in the proposal</p> <p>(20)</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>(20)</p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)</p>	<p><i>Corporate info not provided as per 11/1/2019 Mts. of Bl. of Directors - 5 Florida Lic Provided (5)</i></p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP (10 points maximum)</p>	<p><i>(10)</i></p>
<p>Total Points Awarded</p>	<p><i>(90)</i></p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p><i>- 0 -</i></p>

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Proposal is under the \$36,000 budget.

*Bambi McMillan-Turner
11/2/2020*

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: Strategic Marketing LLC
 Address: 8895 N. Military Trail, Ste B202
 City/State/Zip Code: Palm Beach Gardens, FL 33410

Criteria	Points Awarded
<p>(1) <u>Financial</u>, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>→ No cover letter from the company as requested (5)</p> <p>→ No dynamic cost provided (5)</p> <p>→ Not provided (5)</p> <hr/> <p style="text-align: center;">(25)</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>Letters provided from three references.</p> <p style="text-align: center;">(20)</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p style="text-align: center;">(20)</p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)</p>	<p>Corporate info provided. Florida license not provided</p> <p style="text-align: right;">(10)</p>	<p>E BMT 10/2/2020</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP (10 points maximum)</p>	<p style="text-align: right;">(10)</p>	
<p>Total Points Awarded</p>	<p style="text-align: right;">(80)</p>	<p>BMT 11/2/2020</p>
<p>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</p>	<p style="text-align: right;">(10)</p>	<p>(90) BMT 11/2/2020</p>

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→ Helena Brooks included for new residents which includes market collateral from local businesses & photos representative of such. Very creative done.
 Proposal is with the \$36,000 budget.

Bambi McLibbra-Swan
 11/2/2020

EXHIBIT A

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)**

Name of Offeror: PCF LLC
 Address: 401 E. Los Olivos Blvd., #130434
 City/State/Zip Code: St. Lande Lake, FL 33301

Criteria	Points Awarded
<p>(1) [*] Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>→ only pay three agents provided</p> <p>→ Not included (-5)</p> <p style="text-align: center;">(25)</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>Letters provided from three references.</p> <p style="text-align: center;">(20)</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p style="text-align: center;">(20)</p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)</p>	<p>Corporate info not provided. Florida license provided. (5)</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or <u>services requested</u>, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP (10 points maximum)</p>	<p>→ No welcome booklets for new residents (5) (5)</p>
<p>Total Points Awarded</p>	<p>(25)</p>
<p>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</p>	<p>- 0 -</p>

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Proposal is over - budget of
\$44,897.48
Budget is \$36,000.

Bowli McHadden-Turner
11/2/2020

Merrell Angstreich
11/21/25

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: PCF International LLC
Address: 401 E. Las Olas Boulevard #130434
City/State/Zip Code: Fort Lauderdale, FL 33301

Criteria	Points Awarded
(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered (40 points maximum)	Proposal included errors such as grammar issues and run-on sentences, as well as random capitalizations Too much attention to creating a new website Owner listed herself as the contact on all experience forms All newsletters look the same No municipal experience Good staffing 25
(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN (20 points maximum);	20
(3) A record of integrity that is satisfactory to the TOWN (20 points maximum)	20

It is evident that they wrote the reference letters because they all sound the same.

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>Did not include three most recent financial statements</p> <p>8</p>
<p>Total Points Awarded</p>	<p>83</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

Merrell Angreich
11/2/20

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: Strategic Marketing
Address: 8895 N. Military Trail, Suite 3202
City/State/Zip Code: Palm Beach Gardens, FL 33410

Criteria	Points Awarded
(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered (40 points maximum)	Staff has broad scope of experience New talent added to team if necessary No evidence of experience with municipalities 38
(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN (20 points maximum);	20
(3) A record of integrity that is satisfactory to the TOWN (20 points maximum)	20

Although it is evident that they wrote each of the recommendation letters, each had its own unique voice

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>10</p>
<p>Total Points Awarded</p>	<p>98</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p>They were the only offeror that provided samples of a possible product - looking forward Lake Park 10</p>

108

Merrell Angstrom
11/2/20

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror:

The M/S Factor

Address:

1804 North Dixie Highway, Suite B

City/State/Zip Code:

West Palm Beach, FL 33407

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>Experience with other municipalities</p> <p>Exhibited good breadth and depth of experience</p> <p>40</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>20</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>Excellent letters of recommendation</p> <p>20</p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>Only included P&L in financials, but it was more comprehensive than other P&Ls</p> <p>They included longer-standing examples of their experience since the most relevant ones are new</p> <p>9</p>
<p>Total Points Awarded</p>	<p>99</p>
<p>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</p>	<p>Included discussion about defining audience, researching history, etc.</p> <p>5</p>

Memell Angstreich
11/2/20

EXHIBIT A

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: Jetty Productions
Address: 407 Commerce Way, #7A
City/State/Zip Code: Jupiter, FL 33458

Criteria	Points Awarded
(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered (40 points maximum)	Staff of 3, but only resume for 1 No real insight into what they are going to do that is specific to L.P. No evidence of municipal exp. Not clear re. use of best practices 20
(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN (20 points maximum);	20
(3) A record of integrity that is satisfactory to the TOWN (20 points maximum)	20

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>Does not include 3 most recent financial statements</p> <p>8</p>
<p>Total Points Awarded</p>	<p>78</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

EXHIBIT A

A. Caruso
11/2/2020

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: JETTY PRODUCTIONS

Address: 407 COMMERCE WAY

City/State/Zip Code: JUPITER, FL 33458

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>PRINT, DIGITAL, VIDEO AND SOCIAL MEDIA FOR GOVERNMENT TOURISM AND ECO. DEV CAMPAIGN</p> <p>STAFF HAS AVERAGE OF 6.7 YEARS OF EXP PR STAFF 1 YEAR OF EXP</p> <p>FINANCIALLY WEAK, BUT NOT MUCH DEBT</p> <p>EXEMPT FROM WORKER'S COMPENSATION</p> <p align="center">20</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>3 LETTERS OF REFERENCE ONLY 1 CONTRACT LIST OF ANTICIPATED CLIENTS</p> <p align="center">20</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>NO LAW SUITS</p> <p align="center">20</p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>DIVISION OF CORP ONLY</p> <p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>\$36,000</p> <p>INSURANCE COMPLIANT</p> <p>PROPOSAL FORM NOT SIGNED</p> <p>5</p>
<p>Total Points Awarded</p>	
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

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EXHIBIT A

L. Carrese
11/21/2020

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: THE MS FACTOR
Address: 1804 NORTH DIXIE HWY
City/State/Zip Code: WEST PALM BEACH, FL 33407

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>EVENTS ANN PROMOTION, BRANDING, TARGETING PRINT, DIGITAL, VIDEO AND SOCIAL MEDIA FOR EXPERIENCE IN RADIO AND FORMER JOURNALIST/ STAFF HAS AVERAGE OF 21 YEARS OF EXP MEDIA MANAGER 1 YEAR FINANCIALLY WEAK, BUT NOT MUCH DEBT EXEMPT FROM WORKER'S COMPENSATION INCOME IN CYCLES - PROFIT & LOSS RED IN JULY, HIGH IN AUGUST AND JUNE 38</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>REFERENCES SEVERAL MUNICIPALITIES - BOYNTON BEACH, SOUTH PALM BEACH VILLAGE OF PALM SPRINGS, RIVIERA BEACH CRA PALM BEACH GARDENS</p> <p style="text-align: center;">20</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p style="text-align: center;">NO LAW SUITS</p>

AUDIENCE

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>LIMITED LIABILTY UNDER THE STATE OF FL BTR</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>\$36,000</p> <p>INSURANCE COMPLIANT - 1 MILLION</p> <p>WORKERS COMP 1 MILLION</p>
<p>Total Points Awarded</p>	
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

EXHIBIT A

*Revised
11/2/2020*

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)**

Name of Offeror: STRATEGIC MARKETING
Address: 8895 N MILITARY TRAIL
City/State/Zip Code: PALM BCH GARDENS, FL 33410

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>MEDIA, COPY WRITING, SOCIAL MEDIA ANALYSIS BRAND DEVELOPMENT,</p> <p>STAFF HAS AVERAGE OF 18.5 YEARS OF EXP</p> <p>FINANCIALLY STRONG (LIABILITIES 1.2 MILLION)</p> <p align="center"><i>35</i></p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>LETTERS AND REFERENCES PAGES 25-34 LONG TENURE WITH CLIENTS</p> <p align="center"><i>20</i></p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>LAWSUITS FOR NON-PAYMENT</p> <p align="center"><i>20</i></p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>BTR, CERTIFICATE OF REGISTRATION-SALES TAX, CERT OF INC, LIABILITY CERT, WORKERS COMP 1 MILLION</p> <p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>\$36,000</p> <p>INSURANCE COMPLIANT</p> <p>ALL REQUIRED DOCUMENTS</p> <p>10</p>
<p>Total Points Awarded</p>	
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

EXHIBIT A

J. Caruso
10/2/2020

TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 109-2020

FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: PCF INTERNATIONAL

Address: 401 E. LAS OLAS BLVD

City/State/Zip Code: FT LAUDERDALE, FL 33301

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>EVENTS ANN PROMOTION, BRANDING, TARGETING AUDIENCE PRINT, DIGITAL, VIDEO AND SOCIAL MEDIA FOR TRADITIONAL, PRESS, WEBSITE, STAFF HAS AVERAGE OF 12.8 YEARS OF EXP FINANCIALLY STABLE , NO DEBT ON FIN STATEMENT EXEMPT FROM WORKER'S COMPENSATION 1</p> <p style="text-align: center;"><i>30</i></p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>REFERENCES LOTS OF COMPANIES NO MUNICIPALITIES INCLUDED STATE OF HAWAII HEALTH A CLIENT</p> <p style="text-align: center;"><i>15</i></p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>NO LAW SUITS</p> <p style="text-align: center;"><i>20</i></p>

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>LIMITED LIABILITY UNDER THE STATE OF FL</p> <p>8</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>\$36,000</p> <p>INSURANCE COMPLIANT - 1 MILLION</p> <p>REQUESTED DOCUMENTS INCLUDED</p> <p>10</p>
<p>Total Points Awarded</p>	
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

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JETTY PRODUCTIONS

EXHIBIT A

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)**

Name of Offeror: JETTY PRODUCTIONS
 Address: 407 COMMERCIAL WAY # 7A
 City/State/Zip Code: JUPITER FL. 33458

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</p> <p>(40 points maximum)</p>	<p>15</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>15</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>20</p>

John D. ... 11/2/2020

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>10</p>
<p>Total Points Awarded</p>	<p>70</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p>- 0 -</p>

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EXHIBIT A

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)**

Name of Offeror: _____
Address: _____
City/State/Zip Code: _____

Criteria	Points Awarded
(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror’s most recent Workers’ Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered (40 points maximum)	
(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR’s submitted Proposal documents and as verified by the TOWN (20 points maximum);	
(3) A record of integrity that is satisfactory to the TOWN (20 points maximum)	

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	
<p>Total Points Awarded</p>	
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	

EXHIBIT A

TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK - EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)

Name of Offeror: ~~J. J. ...~~ M/S FACTOR
Address: 1804 N. DIXIE Hwy SUITE B
City/State/Zip Code: WEST PALM BEACH, FL. 33407

Criteria	Points Awarded
(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent <u>Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</u> (40 points maximum)	35
(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN (20 points maximum);	20
(3) A record of integrity that is satisfactory to the TOWN (20 points maximum)	20

J. J. ... 11/2/2020

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP (10 points maximum)</p>	<p>10</p>
<p>Total Points Awarded</p>	<p>95</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p>-0-</p>

EXHIBIT A

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)**

Name of Offeror: PCF
 Address: 401 E. LAS OLAS Blvd. # 130434
 City/State/Zip Code: FT Lauderdale FL, 33301

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, <u>knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</u></p> <p>(40 points maximum)</p>	<p>20</p> <p>EXEMPT W.C. / Independent Contractors</p>
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	<p>10</p>
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	<p>20</p>

John D. Agostino 11/2/2020

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>10</p>
<p>Total Points Awarded</p>	<p>70</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p>0</p>

EXHIBIT A

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR PROPOSALS NO. 109-2020
FOR MARKETING SERVICES (TOWN OF LAKE PARK – EXCLUDING THE
COMMUNITY REDEVELOPMENT AGENCY AREA)**

Name of Offeror: STRATEGIC MTK.
 Address: 8895 N. Military Trail P.B.G. 33410
 City/State/Zip Code: PBG FL 33410

Criteria	Points Awarded
<p>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent <u>Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered</u> YES.</p> <p>(40 points maximum)</p>	40
<p>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN</p> <p>(20 points maximum);</p>	20
<p>(3) A record of integrity that is satisfactory to the TOWN</p> <p>(20 points maximum)</p>	20

Shirley O'Rourke 11/2/2020

<p>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</p> <p>(10 points maximum)</p>	<p>10</p>
<p>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</p> <p>(10 points maximum)</p>	<p>10</p>
<p>Total Points Awarded</p>	<p>100</p>
<p><i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i></p>	<p>- 0 -</p>

Request for Proposal 109-2020 Marketing Services for the Town of Lake Park

Evaluation Committee Tabulation Sheet

Monday, November 2, 2020 2:00 p.m.

Evaluator	Jetty Productions	The MS Factor	PCF International LLC	Strategic Marketing
Bambi	70	90	85	90
Lourdes	75	96	83	95
Merrell	78	104	83	108
John	70	95	70	100
Totals	293	385	321	393

TAB 6



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: 11/18/20

Agenda Item No. Tab 6

Agenda Title: FISCAL YEAR END 2019/2020 BUDGET ADJUSTMENTS

- SPECIAL PRESENTATION/REPORTS
- BOARD APPOINTMENT
- PUBLIC HEARING ORDINANCE ON ___ READING
- NEW BUSINESS
- OTHER: _____
- CONSENT AGENDA
- OLD BUSINESS

Approved by Town Manager _____

Date: 11/12/2020

Lourdes Cariseo Finance Director
Name/Title

Originating Department: FINANCE	Costs: Budget Adjustments Funding Source: <input checked="" type="checkbox"/> Finance <i>LCariseo</i>	Attachments: Resolution, Attachment "A"
Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone _____ or Not applicable in this case _LC Please initial one.

Summary Explanation/Background:

Fiscal Year End 2019/2020 is being amended to include additional revenue and expenditures. The adjustments are attached. The General Fund has a total budget increase of \$ 719,188 to Revenue and Expenditures.

This fiscal year resolution creates the budget adjustments needed.

Recommended Motion: 78-11-20

I move to adopt Resolution ___=20.

The staff recommends adjusting the following revenue/expenditure items:

RESOLUTION NO. 78-11-20

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA, AMENDING THE BUDGET FOR FISCAL YEAR 2019-2020 AS PREVIOUSLY ADOPTED BY RESOLUTION 77-09-19; PROVIDING FOR SEVERABILITY; PROVIDING FOR THE REPEAL OF LAWS IN CONFLICT; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the Town Commission has previously established the budget for the Town of Lake Park for the fiscal year beginning October 1, 2019 and ending September 30, 2020; and

WHEREAS, at the time of its adoption, the budget properly reflected expected revenues and appropriations; and

WHEREAS, to implement this budget, the Town Commission adopted and levied by Resolution No. 76-09-19 a final millage rate for Fiscal Year 2019-2020; and

WHEREAS, the Town Commission deems it necessary and advisable to amend the budget for the Town of Lake Park for Fiscal Year 2019-2020, which was adopted by Resolution 77-09-19.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA AS FOLLOWS:

Section 1. The whereas clauses are incorporated herein as true and correct and are supported herein.

Section 2. An amended budget of the Town of Lake Park General Fund is hereby approved and adopted as set forth amending the Budget for the 2019/2020.

Section 3. The Town Manager is hereby authorized to amend/transfer between departmental accounts provided, however, that total appropriated expenditures by fund do not exceed Commission authorized amounts.

Section 4. If any section, subsection, sentence, clause, phase or portion of this Resolution is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portions thereof.

Section 5. This Resolution shall become effective immediately upon adoption.

Attachment "A"

		Increase Revenue	Decrease Revenue	Increase Exp	Decreasing Exp
001-311.100	(29,111.00)	29,111.00			
001-314.100	16,977.00		(16,977.00)		
001-314.300	6,443.00		(6,444.00)		
001-314.400	6,102.00		(6,102.00)		
001-315.100	10,817.00		(10,817.00)		
001-316.100	19,790.00		(19,790.00)		
001-316.120	15,650.00		(15,560.00)		
001-322.101	67,334.00		(67,334.00)		
001-322.110	(105,507.00)				
001-322.111	(3,435.00)				
001-322.900	(47,155.00)	47,155.00			
001-323.100	93,935.00		(93,935.00)		
001-323.400	5,196.00		(5,196.00)		
001-323.700	7,922.00		(7,922.00)		
001-329.225	(1,850.00)	1,850.00			
001-331.500	(5,044.00)				
001-337.350	(5,660.00)	964.00			
001-341.110	73,000.00		(73,000.00)		
001-341.401	62,000.00		(62,000.00)		
001-341.402	62,000.00		(62,000.00)		
001-341.404	145,000.00		(145,000.00)		
001-347.200	11,000.00		(11,000.00)		
001-347.222	5,000.00		(5,000.00)		
001-347.500	7,400.00		(7,400.00)		
001-351.100	12,063.00		(12,063.00)		
001-354.100	(186,712.00)	186,712.00			
001-354.210	(80,193.00)	80,193.00			
001-361.100	76,219.00		(76,220.00)		
001-361.130	27,759.00		(27,759.00)		
001-362.121	(22,544.00)	22,544.00			
001-363.120	(9,212.00)	9,212.00			
001-380.402	32,448.00		(32,448.00)		
001-381.190	93,500.00		(93,500.00)		
001-381.401	25,000.00		(25,000.00)		
001-381.402	92,450.00		(92,450.00)		
001-381.404	260,000.00		(260,000.00)		

001-382.110	(442,623.00)	442,623.00		
001-382.190	(125,971.00)	125,971.00		
001-382.401	(314,928.00)	314,928.00		
001-382.402	(125,971.00)	125,971.00		
001-382.404	(566,871.00)	566,871.00		
	(757,268.00)	1,954,105.00	(1,234,917.00)	
	=====			

001-51-511-100-11000	(543.00)		543.00	
001-51-511-100-21000	(41.00)		41.00	
001-51-511-100-34000	49,637.00			(39,637.00)
001-51-511-100-48000	594.00			(584.00)
001-51-512-104-11000	3,340.00			(3,340.00)
001-51-512-104-12000	(11,840.00)		11,841.00	
001-51-512-104-19900	(71,754.00)		71,754.00	
001-51-512-104-23100	11,728.00			(11,728.00)
001-51-512-104-31000	(27,826.00)		27,826.00	
001-51-512-104-40000	3,816.00			(3,816.00)
001-51-512-104-48000	(9,605.00)		9,605.00	
001-51-512-104-48001	25,000.00			(25,000.00)
001-51-512-105-11000	(12,397.00)		12,398.00	
001-51-512-105-12000	(6,255.00)		6,256.00	
001-51-512-105-19900	(20,647.00)		20,647.00	
001-51-512-105-22000	(1,284.00)		1,285.00	
001-51-512-105-31000	9,671.00			(9,671.00)
001-51-512-105-40100	8,531.00			(8,351.00)
001-51-512-105-48100	14,738.00			(14,738.00)
001-51-512-106-11000	(3,169.00)		3,169.00	
001-51-512-106-12000	(5,364.00)		5,365.00	
001-51-512-106-19900	(15,455.00)		15,455.00	
001-51-512-106-31000	(5,414.00)		5,414.00	
001-51-512-106-33000	9,000.00			(9,000.00)
001-51-512-106-34000	(10,162.00)		10,163.00	
001-51-512-106-40000	1,596.00			(1,596.00)
001-51-512-106-48100	(1,622.00)		1,622.00	
001-51-512-106-51000	(2,363.00)		2,363.00	

001-51-514-108-31100	(13,455.00)	13,455.00	
001-51-514-108-31101	1,000.00		(1,000.00)
001-51-512-110-11000	(4,842.00)	4,842.00	
001-51-512-110-31000	(125.00)		
001-51-512-110-34000	3,784.00		(3,784.00)
001-51-512-110-40000	764.00		(764.00)
001-51-512-110-41100	(5,180.00)	5,180.00	
001-51-512-110-41105	4,280.00		(4,280.00)
001-51-512-110-46100	1,386.00		(1,386.00)
001-51-512-110-49303	(3,427.00)	3,427.00	
001-51-512-110-49306	(1,197.00)	1,197.00	
001-51-512-110-51900	5,996.00		(5,996.00)
001-51-512-110-64100	(19,087.00)	19,087.00	
001-51-513-150-11000	(1,498.00)	1,498.00	
001-51-513-150-12000	(67,658.00)	67,658.00	
001-51-513-150-14000	2,862.00		(2,862.00)
001-51-513-150-15000	(1,680.00)	1,680.00	
001-51-513-150-19900	(39,211.00)	39,211.00	
001-51-513-150-21000	(2,869.00)	2,869.00	
001-51-513-150-22000	(4,773.00)	4,773.00	
001-51-513-150-23100	1,612.00		(1,612.00)
001-51-513-150-31000	3,000.00		(3,000.00)
001-51-513-150-33000	(13,100.00)	13,100.00	
001-51-513-150-34000	1,011.00		(1,011.00)
001-51-513-150-40000	1,153.00		(1,153.00)
001-51-513-150-41100	1,517.00		(1,517.00)
001-51-513-150-41200	2,387.00		(2,387.00)
001-51-513-150-47100	1,290.00		(1,290.00)
001-51-513-150-49600	(10,973.00)	10,973.00	
001-51-513-150-51000	4,724.00		(4,724.00)
001-52-521-200-34010	(9,305.00)	9,305.00	
001-52-521-200-43000	1,444.00		(1,444.00)
001-52-521-200-43250	1,038.00		(1,038.00)
001-52-521-200-43500	5,132.00		(5,132.00)
001-52-521-200-52000	(4,667.00)	4,667.00	
001-52-521-200-52100	954.00		(954.00)
001-52-525-250-34050	(7,032.00)	7,032.00	
001-52-525-250-52000	(9,750.00)	9,750.00	

001-53-530-400-11000	(1,424.00)	1,424.00	
001-53-530-400-12000	(15,262.00)	15,262.00	
001-53-530-400-14000	1,000.00		(1,000.00)
001-53-530-400-15000	840.00		(840.00)
001-53-530-400-19900	(160,041.00)	160,041.00	
001-53-530-400-21000	(1,091.00)	1,091.00	
001-53-530-400-22000	(991.00)		
001-53-530-400-22100	(2,703.00)	2,703.00	
001-53-530-400-23100	1,672.00		(1,672.00)
001-53-530-400-34000	1,065.00		(1,065.00)
001-53-530-400-40000	2,019.00		(2,019.00)
001-53-530-400-52000	(1,582.00)	1,582.00	
001-57-572-406-19900	(17,488.00)	17,488.00	
001-57-572-406-22000	(2,123.00)	2,123.00	
001-57-572-406-22100	1,513.00		(1,513.00)
001-57-572-406-23100	2,141.00		(2,141.00)
001-57-572-406-34000	14,521.00		(14,521.00)
001-57-572-406-40000	1,500.00		(1,500.00)
001-57-572-406-43000	2,667.00		(2,667.00)
001-57-572-406-44100	1,929.00		(1,929.00)
001-57-572-406-46000	2,207.00		(2,207.00)
001-57-572-406-52100	(1,522.00)	1,522.00	
001-54-597-408-12000	(14,129.00)	14,129.00	
001-54-597-408-19900	13,497.00		(13,497.00)
001-54-597-408-22100	(340.00)	340.00	
001-54-597-408-23100	1,229.00		(1,229.00)
001-54-597-408-24000	595.00		(595.00)
001-54-597-408-34000	(10,873.00)	10,873.00	
001-54-597-408-40000	500.00		(500.00)
001-54-597-408-43000	3,562.00		(3,562.00)
001-54-597-408-46000	(947.00)	947.00	
001-54-597-408-63000	29,686.00	13,772.00	
001-59-591-410-12000	(10,618.00)	10,618.00	
001-59-591-410-14000	(833.00)	833.00	
001-59-591-410-19900	(74,301.00)	74,301.00	
001-59-591-410-22000	(866.00)	866.00	
001-59-591-410-22100	(360.00)	360.00	
001-59-591-410-23100	866.00		(866.00)

001-59-591-410-24000	470.00		(470.00)
001-59-591-410-34010	(309.00)	309.00	
001-59-591-410-44200	4,826.00		(4,826.00)
001-59-591-410-46000	3,841.00		(3,841.00)
001-59-591-410-46300	854.00		(854.00)
001-59-591-410-49400	497.00		(497.00)
001-59-591-410-52000	(619.00)	619.00	
001-59-591-410-52100	(1,167.00)	1,167.00	
001-59-591-410-52200	325.00		(325.00)
001-52-524-500-11000	(4,320.00)	4,320.00	
001-52-524-500-12000	61,451.00		(61,451.00)
001-52-524-500-14000	5,228.00		(5,228.00)
001-52-524-500-15000	(720.00)	720.00	
001-52-524-500-19900	(14,953.00)	14,953.00	
001-52-524-500-21000	5,850.00		(5,850.00)
001-52-524-500-22000	11,264.00		(11,264.00)
001-52-524-500-22100	2,588.00		(2,588.00)
001-52-524-500-23100	4,793.00		(4,793.00)
001-52-524-500-24000	(675.00)	675.00	
001-52-524-500-31000	(2,073.00)	2,073.00	
001-52-524-500-34000	(171,187.00)	171,187.00	
001-52-524-500-34200	(73,459.00)	73,459.00	
001-52-524-500-34300	(13,526.00)	13,526.00	
001-52-524-500-34910	584.00		(584.00)
001-52-524-500-40000	2,354.00		(2,354.00)
001-52-524-500-41200	(117.00)	117.00	
001-52-524-500-44200	(306.00)	306.00	
001-52-524-500-47000	(3,830.00)	3,830.00	
001-52-524-500-48100	(765.00)	765.00	
001-52-524-500-51011	10,000.00		(10,000.00)
001-57-572-600-11000	(3,480.00)	3,480.00	
001-57-572-600-12000	3,317.00		(3,317.00)
001-57-572-600-13000	4,754.00		(4,754.00)
001-57-572-600-14000	11,624.00		(11,624.00)
001-57-572-600-15000	(480.00)	480.00	
001-57-572-600-19900	(48,040.00)	48,040.00	
001-57-572-600-22000	2,525.00		(2,525.00)
001-57-572-600-40000	1,786.00		(1,786.00)

001-57-572-600-41100	1,020.00			(1,020.00)
001-57-572-600-48046	11,981.00			(11,981.00)
001-57-572-600-48056	2,000.00			(2,000.00)
001-57-572-600-48057	2,716.00			(2,716.00)
001-57-572-600-52000	2,965.00			(2,965.00)
001-57-572-600-57220	3,464.00			(3,461.00)
001-57-572-600-57235	3,481.00			(3,481.00)
001-57-572-600-57245	(1,581.00)		1,581.00	
001-57-572-600-57250	(2,744.00)		2,744.00	
001-57-571-700-12000	(11,370.00)		11,370.00	
001-57-571-700-22000	(34,020.00)		34,020.00	
001-57-571-700-34000	(5,483.00)		5,483.00	
001-57-571-700-44200	6,842.00			(6,842.00)
001-57-571-700-46100	1,600.00			(1,600.00)
001-57-571-700-48000	1,667.00			(1,667.00)
001-57-571-700-52000	2,794.00			(2,794.00)
001-57-571-700-52700	3,000.00			(3,000.00)
001-57-571-700-56000	5,336.00			(5,336.00)
001-51-589-900-12600	108,664.00			(108,664.00)
001-51-589-900-45000	13,431.00			(13,431.00)
001-51-589-900-52500	(104,245.00)		104,245.00	
	-			
	(547,184.00)	1,954,105.00	(1,234,917.00)	1,255,195.00
	=====			(536,007.00)

inc in revenue	719,188.00
inc in exp	719,188.00
variance	-

TAB 7



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 7

Agenda Title: Resolution Authorizing and Directing the Mayor to Sign an Inter-local Agreement with Seacoast Utility Authority (AUTHORITY) for joint participation and project funding for the Lake Shore Drive Drainage Improvements Project Bid No. 106-2020.

- SPECIAL PRESENTATION/REPORTS
- BOARD APPOINTMENT
- PUBLIC HEARING ORDINANCE ON _____ READING
- NEW BUSINESS**
- OTHER: _____

Approved by Town Manager *Mitch Abdelmessih*  Date: 11/12/2020
Mitch Abdelmessih/Project Manager
 Name/Title

Originating Department: Public Works	Costs: \$748,095.00 Funding Source: Acct. # 402-115-100 <input type="checkbox"/> Finance <u><i>L. Caruso</i></u>	Attachments: 1- Resolution No. <u>80</u> -11-20 2- Joint Participation Agreement (JPA) Lake Park-Seacoast Lake Shore Drive Agreement
Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone _____ OR Not applicable in this case <u>MA</u> Please initial one.

Summary Explanation/Background: The Town of Lake Park publically solicited qualified contractors through an Invitation for Bid to provide drainage improvements along Lake Shore Drive. The project includes the reconstruction of Lake Shore Drive from 190 feet south of Date Palm Drive to 65 feet northwest of Castlewood Drive, a distance of 3,250 linear feet. Approximately 30 storm drainage inlets are located within the project which will be located in grassed swale areas.

The new storm water piping system will include sizes up to 72 inches in diameter, and includes a new drainage infrastructure, a pump station, a dry detention/bio-swale area for water quality, and in-line check valves to prevent backflows from the Intracoastal Waterway/Lake Worth Lagoon (LWL).

The Town announced the Intent to Award a contract to Foster Marine Contractors, Inc., who was awarded the bid based on the lowest responsive and responsible bidder. Seacoast Utility also awarded the alternate bid to Foster Marine for the Authority's portion of the work including replacement of sewer and water infrastructure along Lakeshore Drive. The Utility Matrix, Applicable Technical Specifications, Standard Construction Details, and Approved Product List, are attached to the agreement.

Pursuant to the terms of the agreement the project cost relating to the Alternate Scope of Work will be reimbursed to the Town by Seacoast Utility in the amount of \$748,095.00.

The purpose of this agenda item is to authorize and direct the Mayor to sign an Inter-local Agreement with Seacoast Utility Authority for joint participation and project funding for the Lake Shore Drive Drainage Improvements Project Bid No.106-2020.

Recommended Motion: I move to approve Resolution 80 -11-20

RESOLUTION NO. 80-11- 20

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA AUTHORIZING AND DIRECTING THE MAYOR TO EXECUTE AN INTERLOCAL AGREEMENT BETWEEN THE TOWN OF LAKE PARK, FLORIDA AND SEACOAST UTILITY AUTHORITY (AUTHORITY) FOR JOINT PARTICIPATION AND PROJECT FUNDING OF LAKE SHORE DRIVE DRAINAGE IMPROVEMENTS PROJECT BID NUMBER 106-2020

WHEREAS, the Town of Lake Park, Florida (hereinafter “Town”) is a municipal corporation of the state of Florida with such power and authority as has been conferred upon it by the Florida Constitution and Chapter 166, Florida Statutes; and

WHEREAS, the Town is empowered to enter into contractual arrangements with public agencies, private corporations or other persons; and

WHEREAS, Part I of Chapter 163, Florida Statutes, permits public agencies as defined therein to enter into Inter-local Agreements with each other to jointly exercise any power, privilege, or authority which such agencies share in common and which each might exercise separately; and

WHEREAS, the Town intends to make drainage and roadway improvements to Lake Shore Drive (hereinafter the “Project”); and

WHEREAS, the Town and the AUTHORITY desire to jointly participate in the construction of utility adjustments to the AUTHORITY’S water main, force main and other Improvements within the Project area, hereinafter referred to as the “Work”; and

WHEREAS, both the Town and AUTHORITY declare that it is in the public interest to construct the Work as part of the aforementioned Project; and

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA AS FOLLOWS:

Section 1. The whereas clauses are true and correct and are incorporated herein.

Section 2. The Town Commission hereby authorizes and directs the Mayor to execute the inter-local agreement with SEACOAST UTILITY AUTHORITY, a copy of which is attached hereto and incorporated herein.

Section 3. This Resolution shall become effective immediately upon execution.

**INTERLOCAL AGREEMENT BETWEEN THE TOWN OF LAKE PARK, FLORIDA
AND
SEACOAST UTILITY AUTHORITY
FOR JOINT PARTICIPATION AND PROJECT FUNDING
FOR CONSTRUCTION AND UTILITY ADJUSTMENT OF
LAKE SHORE DRIVE DRAINAGE AND UTILITY IMPROVEMENTS
LAKE PARK PROJECT BID NO. 106-200**

THIS Interlocal Agreement, (hereinafter “Agreement”), is made as of the ____ day of _____, 2020, by and between the Town of Lake Park, a municipal corporation of the State of Florida, 535 Park Avenue, Lake Park, Florida, 33403 (hereinafter “TOWN”) and the Seacoast Utility Authority, a municipal corporation existing under the laws of Florida, (hereinafter “AUTHORITY”), each one constituting a public agency defined in Part I of Chapter 163, Florida Statutes.

WHEREAS, Section 163.01, Florida Statutes, known as the “Florida Interlocal Cooperation Act of 1969”, authorizes local governments to make the most efficient use of their powers by enabling them to cooperate with other localities on a basis of mutual advantage, thereby providing services and facilities that will harmonize geographic, economic, population, and other factors influencing the needs and development of local communities, and

WHEREAS, Part I of Chapter 163, Florida Statutes, permits public agencies as defined therein to enter into Interlocal Agreements with each other to jointly exercise any power, privilege, or authority which such agencies share in common and which each might exercise separately; and

WHEREAS, the TOWN intends to make drainage and roadway improvements to Lake Shore Drive (hereinafter the “Project”); and

WHEREAS, the TOWN and the AUTHORITY desire to jointly participate in the construction of utility adjustments to the AUTHORITY’S water main, force main and other improvements within the Project area, hereinafter referred to as the “Work”; and

WHEREAS, both the TOWN and AUTHORITY declare that it is in the public interest to construct the Work as part of the aforementioned Project; and

NOW, THEREFORE, in consideration of the mutual covenants, promises, and representations contained herein, the parties agree as follows:

Section 1. Recitals.

The above recitals are true and correct and are incorporated herein.

Section 2. Project and Work to be completed by the TOWN:

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TOWN shall provide construction and administrative services to the Project, and will assemble bid documents that identify the Authority's portion of the work as a bid alternate. Said Bid Documents will include the Work as shown in AUTHORITY prepared Utility Matrix, Applicable Technical Specifications, Standard Construction Details, and Approved Product List.

Section 3. Responsibilities and Duties:

A. AUTHORITY shall reimburse TOWN a total estimated cost including 10% contingency of \$822,904.50, provided TOWN performs pursuant to the terms and conditions of this Agreement for all potable water main and sanitary sewer Work associated with the Bid Tabulations (Exhibit "A"). Any cost exceeding this amount attributable to Seacoast Utility Authority items shall be paid by the AUTHORITY.

B. Costs shall be based upon actual contract costs using contract unit prices and actual constructed quantities, said quantities being measured by the TOWN with the concurrence of the AUTHORITY.

C. TOWN shall obtain written approval from the AUTHORITY in advance of any change orders, including any costs associated with the AUTHORITY'S failure to approve change orders in a timely manner, which increase the cost attributable to the Work to an amount greater than the contract amount as stated in Paragraph A of this Section. The AUTHORITY shall not unreasonably withhold its approval.

D. TOWN shall secure all necessary easements and permits required to perform the Project.

E. TOWN shall publicly bid, administer, construct and inspect the Project and Work in.

F. TOWN shall require the contractor to provide a Public Construction Bond in an amount equal to the contractor's bid for the Project and the Work.

G. Upon completion of the Project, the AUTHORITY shall repair and maintain the Work, at AUTHORITY'S expense.

Section 4. Payments/Invoicing and Reimbursement:

The TOWN shall invoice the AUTHORITY on a periodic basis during construction of the Project. The AUTHORITY agrees to reimburse the TOWN for all documented costs of the Work in the amount established in Section 3.A. Upon TOWN'S submission of acceptable documents needed to substantiate its costs for the Work, AUTHORITY shall provide said funds to TOWN on a reimbursement basis with 30 days of receipt of all required documents. TOWN shall submit all invoices to the AUTHORITY identifying the Work, including TOWN'S total expenditure for the Project, and identifying the amount attributable to the Work under Exhibit "A". TOWN shall

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supply any further documentation such as copies of paid receipts, canceled checks, invoices and other documents deemed reasonably necessary by the AUTHORITY within 7 calendar days of request by the AUTHORITY. Invoices and documentation received from TOWN shall be reviewed and approved by the AUTHORITY only to the extent necessary to document that the TOWN's expenditures have been made in conformity with the Agreement. Invoices shall be paid within 30 days following approval. In no event shall the AUTHORITY provide advance funding to the Town, unless otherwise as mutually agreed upon.

The Project will be administered by the TOWN. Only those costs incurred by the TOWN relating to the Work are eligible for reimbursement by the AUTHORITY pursuant to the terms and conditions hereof. In the event the TOWN ceases or suspends the Project or the Work for any reason, the AUTHORITY shall reimburse the TOWN for the Work completed as of the date the TOWN uses to suspend the Work. Any remaining unpaid portion of this Agreement shall be retained by the AUTHORITY and the AUTHORITY shall have no further obligation to honor reimbursement requests submitted by the TOWN.

Section 5. Repayment:

TOWN shall repay the AUTHORITY for all unauthorized, illegal or unlawful expenditures of revenues, including those it may discover after the termination of this Agreement.

Section 6. Access and Audits:

TOWN and AUTHORITY shall maintain books, records, and documents to justify all charges, expenses and costs incurred under this Agreement for the Project, in accordance with Generally Accepted Accounting Principles (GAAP), as promulgated by the Government Finance Officers Association from time to time. The TOWN and AUTHORITY shall have access to all books, records, and documents as required in this Agreement, and for at least (3 years after completion of the Project. In the event any work is subcontracted by TOWN, TOWN shall similarly require each Contractor and/or subcontractor to maintain and allow access to such records for audit purposes.

Section 7. Independent Contractor:

TOWN and the AUTHORITY are and shall be, in the performance of all work, service, and activities for the Project pursuant to the Agreement as Independent Contractors and not employees, agents, or servants of the other party. All TOWN employees engaged in the work or services performed as part of the Project pursuant to this Agreement shall at all times, and in all places be subject to TOWN'S sole direction, supervision, and control. All AUTHORITY employees engaged in the work or services performed for the Project pursuant to this Agreement shall at all times, and in all places, be subject to AUTHORITY'S sole direction, supervision, and control. The Parties shall exercise control over the means and manner in which it and its employees perform the work, and in all respects the parties relationship and the relationship of its employees to the other party shall be that of an Independent Contractor and not as employees or agents of the other.

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TOWN does not have the power or authority to bind the AUTHORITY in any promise, Agreement or representation.

Section 8. Personnel:

TOWN represents that it has, or will secure at its own expense, all necessary personnel required to perform the service under the Agreement. Such personnel shall not be employees of or have any contractual relationship with the AUTHORITY.

All of the work and services required herein under as part of the Project shall be performed by TOWN or its contractor, and personnel engaged in performing the services shall be fully qualified and, if required, authorized or permitted under state and local law to perform such services.

All of TOWN'S personnel, Contractors and all subcontractors while on TOWN premises shall conduct themselves in an acceptable manner and follow acceptable safety and security procedures.

Section 9. Indemnification:

The AUTHORITY and TOWN recognize they could incur liability for certain tortious acts of its agents, officers, employees and invitees to the extent and limits provided in Section 768.28, Florida Statutes. To the extent permitted by law, the AUTHORITY and TOWN shall indemnify, defend and hold the other harmless against any actions, claims and damages arising out of the their own negligence in connection with the Work and the Project and the use of the funds provided under this Agreement. The foregoing indemnification shall not constitute a waiver of sovereign immunity beyond the limits set forth in Section 768.28, Florida Statutes, nor shall the same be construed to constitute an Agreement by the AUTHORITY or TOWN to indemnify each other for sole negligence, or willful or intentional acts of the other. The foregoing indemnification shall survive termination of the Agreement.

No provision of the Agreement is intended to, or shall be construed to, create any third party beneficiary or to provide any rights to any person or entity not a party to this Agreement, including but not limited to any citizen or employees of the TOWN and/or AUTHORITY.

Section 10. Annual Appropriation:

All provisions of this Agreement calling for the expenditure of ad valorem tax money by either the TOWN or the AUTHORITY are subject to annual budgetary funding and should either Party involuntarily fail to fund any of their respective obligations pursuant to the Agreement, this Agreement may be terminated.

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Section 11. Breach and Opportunity to Cure:

The parties expressly covenant and agree that in the event either party is in default of its obligations under this Agreement, each party shall have 30 days written notice before exercising any of its rights.

Section 12. Enforcement Costs:

Any cost or expenses (including reasonable attorney's fees) associated with the enforcement of the terms and conditions of this Agreement shall be borne by the respective parties.

Section 13. Notice:

All notices required to be given under this Agreement shall be in writing, and deemed sufficient to each party when sent by United States Mail, postage prepaid, to the following:

All notices to the AUTHORITY shall be sent to:

Rim Bishop, Executive Director
Seacoast Utility Authority
4200 Hood Road
Palm Beach Gardens, FL 33410

All notices to the TOWN shall be sent to:

Town Manager
Town of Lake Park
535 Park Avenue
Lake Park, FL 33403

Section 14. Modification and Amendment:

Except as expressly permitted herein to the contrary, no modification, amendment or alteration in the terms and conditions contained herein shall be effective unless contained in a written document executed with the same formality and equality of dignity herewith.

Section 15. Remedies:

This Agreement shall be governed by and in accordance with the laws of the State of Florida. Any legal action necessary to enforce this Agreement shall be held in Palm Beach County. No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or in equity by statute or otherwise. No single or

SEACOAST UTILITY AUTHORITY INTERLOCAL AGREEMENT

partial exercise by any party of any right, power or remedy hereunder shall preclude any other or further exercise thereof.

Section 16. No Waiver:

Any waiver by either Party of its right with respect to a default under this Agreement, or with respect to any other matters arising in connection with this Agreement, shall not be deemed a waiver with respect to any subsequent default or other matter. The failure of either Party to enforce strict performance by the other Party of any of the provisions of this Agreement or to exercise any rights under this Agreement shall not be construed as a waiver or relinquishment to any extent of such Party's right to assert or rely upon any such provisions or rights in that or any other instance.

Section 17. Joint Preparation:

The preparation of this Agreement has been a joint effort of the parties, and the resulting document shall not, solely as a matter of judicial constraint, be construed more severely against one of the parties than the other.

Section 18. Non-Discrimination:

TOWN and AUTHORITY agree that both parties shall not conduct business with nor appropriate any funds for any organization or entity that practices discrimination on the basis of race, color, national origin, religion, ancestry, sex, age, familial status, marital status, sexual orientation, gender identity and expression, disability, or genetic information. TOWN will ensure that all contracts let for the Project pursuant to the terms of this Agreement will contain a similar non-discrimination clause.

Section 19. Execution:

This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

Section 20. Filing:

A copy of this Agreement shall be filed with the Clerk of the Circuit Court in and for Palm Beach County, Florida.

Section 21. Termination:

This Agreement may be terminated by either party to this Agreement upon 60 days written notice to the other party, except as otherwise addressed in this Agreement. However, once the Project has commenced, it shall be prosecuted to completion and this Agreement shall be binding upon the parties and neither party shall have the right to terminate the subject Agreement.

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Section 22. Compliance with Codes and Laws:

TOWN and AUTHORITY shall abide by all applicable federal, state and local laws, orders, rules and regulations when performing under this Agreement. TOWN and AUTHORITY further agree to include this provision in all subcontracts issued as a result of this Agreement.

Section 23. Office of the Inspector General:

Palm Beach County has established the Office of the Inspector General, in Palm Beach County Code Section 2-421-2-440, as may be amended. The Inspector General's authority includes but is not limited to the power to review past present and proposed Town contracts, transactions, accounts and records, to require the production of records, and audit, investigate, monitor, and inspect the activities of the contractor, its officers, agents, employees, and lobbyists in order to ensure compliance with contract specifications and detect corruption and fraud. All contractors and parties doing business with the Town and receiving Town funds shall fully cooperate with the Inspector General including receiving access to records relating to Bid or any resulting contract.

Section 24. Public Entity Crime Certification:

As provided in F.S. 287.132-133, as may be amended from time to time, by entering into this Agreement or performing any work in furtherance hereof, TOWN shall have its contractors certify that their affiliates, suppliers, subcontractors and consultants who will perform hereunder, have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within thirty-six (36) months immediately preceding the date hereof. This notice is required by F.S.287.133 (3) (a).

Section 25. Severability:

If any section, paragraph, sentence, clause or provision of this Agreement is for any reason held by a court of competent jurisdiction to be unconstitutional, inoperative, or void, such holding shall not affect the remaining portions of this Agreement.

Section 26. Entirety of Agreement:

TOWN and AUTHORITY agree that this Agreement, including the Bid Documents described in Section 2, sets forth the entire Agreement between the parties, and there are not promises or understandings other than those stated herein.

Section 27. Survival:

The obligations, rights, and remedies of the Parties hereunder, which by their nature survive the termination of this Agreement or the completion of the Project, shall survive such termination or Project completion and inure to the benefit of the Parties.

SEACOAST UTILITY AUTHORITY INTERLOCAL AGREEMENT

IN WITNESS WHEREOF, the undersigned parties have executed this Agreement on the day and year first written above.

SEACOAST UTILITY AUTHORITY

TOWN OF LAKE PARK, FLORIDA
BY ITS
TOWN COMMISSION

BY: _____
Authority Chair

BY: _____
Michael O'Rourke, Mayor

ATTEST:

ATTEST:

JESSICA MOORE,
AUTHORITY CLERK

VIVIAN MENDEZ,
TOWN CLERK

BY: _____
(Date)

BY: _____
(Date)

ATTEST:
APPROVED AS TO TERMS
AND CONDITIONS

BY: _____

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY

BY: _____
Nathan Nason, Authority Attorney

BY: _____
Thomas J. Baird, Town Attorney

Exhibit "A"

BID TABULATION
Seacoast Utility Authority
Lakeshore Drive Water and Sewer Improvements

Item No.	Item Description	Unit	Estimated Quantity	Foster Marine Contractors, Inc.	
				Unit Price	Cost
Sanitary Sewer					
A2-1	Remove Existing Gravity Sanitary Sewer Main	LF	550	\$ 5.00	\$ 2,750.00
A2-2	Remove Existing Sanitary Sewer Manhole	EA	4	\$ 800.00	\$ 3,200.00
A2-3	4' Dia. MH (8'-10")	EA	2	\$ 11,500.00	\$ 23,000.00
A2-4	Connect New / Existing Sanitary Sewer Main to New / Existing Sanitary Sewer MH	EA	2	\$ 1,300.00	\$ 2,600.00
A2-5	8" PVC SDR 26 Sanitary Sewer Pipe (8'-8")	LF	265	\$ 67.00	\$ 17,755.00
A2-6	8" PVC SDR 26 Sanitary Sewer Pipe (8'-10")	LF	260	\$ 80.00	\$ 20,800.00
A2-7	Remove Existing Sewer Lateral & Install 8" Single Sanitary Sewer Lateral w/ Clean-Out	EA	3	\$ 2,100.00	\$ 6,300.00
A2-8	Remove Existing Sewer Lateral & Install 8" Sanitary Sewer Lateral w/ Clean-Out	EA	1	\$ 2,900.00	\$ 2,900.00
A2-9	Remove Existing Sewer Lateral & Install 10" Single Sanitary Sewer Lateral & Connect to Existing Lateral at ROW Line	EA	1	\$ 3,800.00	\$ 3,800.00
A2-10	Cut & Cap Existing Sanitary Sewer Lateral at Wye; Remove or Abandon & Grout Existing Lateral from Main to R/W line (includes all trenching & excavation required) (Dwg. C-21 & C-22)	EA	3	\$ 1,000.00	\$ 3,000.00
A2-11	Plug Existing Western Invert (inside and outside at Manhole at STA 51+57; Remove or Abandon & Grout Existing Lateral from Manhole to R/W line (Dwg. C-22)	LS	1	\$ 1,500.00	\$ 1,500.00
A2-12	Sanitary Sewer Bypass Pumping	LS	1	\$ 30,000.00	\$ 30,000.00
A2-13	Open-Cut Pavement Trench Repair	LF	30	\$ 100.00	\$ 3,000.00
				Subtotal Sanitary Sewer:	\$ 120,405.00
Potable Water Main					
A2-14	4" DIP (CL51) WM (Restrained Joints), cement lined	LF	20	\$ 120.00	\$ 2,400.00
A2-15	6" DIP (CL51) WM (Restrained Joints), cement lined	LF	300	\$ 80.00	\$ 24,000.00
A2-16	6" DIP (CL51) WM (Restrained Joints), cement lined w/ FKM gaskets (Dwg. C-24)	LF	150	\$ 85.00	\$ 12,750.00
A2-17	8" DIP (CL51) WM (Restrained Joints), cement lined	LF	2,850	\$ 64.00	\$ 183,600.00
A2-18	8" DIP (CL51) WM (Push-On), cement lined	LF	550	\$ 50.00	\$ 27,500.00
A2-19	4"x4" Tapping Tee & 4" Tapping Valve	EA	1	\$ 4,500.00	\$ 4,500.00
A2-20	8"x6" Tapping Tee & 6" Tapping Valve	EA	4	\$ 5,000.00	\$ 20,000.00
A2-21	8"x6" Tapping Tee & 6" Tapping Valve	EA	1	\$ 5,300.00	\$ 5,300.00
A2-22	6" Gate Valve	EA	14	\$ 1,650.00	\$ 23,100.00
A2-23	6" Gate Valve	EA	22	\$ 1,950.00	\$ 42,900.00
A2-24	6" Line Stop	EA	1	\$ 6,100.00	\$ 6,100.00
A2-25	DIP Compact Fillings (cement-lined)	TON	7.5	\$ 8,000.00	\$ 60,000.00
A2-26	Install New Single Water Service (1"-2") on Proposed WM & Connect to Existing Meter Box	EA	12	\$ 2,500.00	\$ 30,000.00
A2-27	Install New Single Water Service (2") w/ Meter Box on Proposed WM	EA	1	\$ 3,300.00	\$ 3,300.00
A2-28	Install New Double Water Service (2") on Proposed WM & Connect to Existing Meter Box	EA	1	\$ 3,700.00	\$ 3,700.00
A2-29	Install New Single Water Service (1"-2") on Existing WM, Incl. Corp Stop (1"-2"), & Connect to Existing Meter Box	EA	1	\$ 4,000.00	\$ 4,000.00
A2-30	Connect to Existing Water Main / Fire Line (4"-6") / Master Meter	EA	21	\$ 2,500.00	\$ 52,500.00
A2-31	Install Fire Hydrant Assembly	EA	5	\$ 5,500.00	\$ 27,500.00
A2-32	Remove Existing Fire Hydrant Assembly	EA	5	\$ 800.00	\$ 4,000.00
A2-33	Sample Point	EA	20	\$ 800.00	\$ 16,000.00
A2-34	Fill & Flush Assembly	EA	20	\$ 1,000.00	\$ 20,000.00
A2-35	Terminal Blow-Off Assembly	EA	4	\$ 2,100.00	\$ 8,400.00
A2-36	1" ARV w/ 4" Diameter MH at High Point	EA	1	\$ 6,500.00	\$ 6,500.00
A2-37	Abandon & Grout Existing 8" WM, Incl Plugs	LF	4,100	\$ 4.40	\$ 18,040.00
A2-38	Remove & Dispose of Existing 6" AC WM	LF	450	\$ 22.00	\$ 9,900.00
A2-39	Install Restraints on Existing WM up to 4 pipe joints on Lake Shore Drive @ STA 50+34 (Dwg. C-23)	LS	1	\$ 3,500.00	\$ 3,500.00
A2-40	Coordination with Gas Company for Utility Underground Relocations	LS	1	\$ 1,000.00	\$ 1,000.00
				Subtotal Potable Water Main:	\$ 627,690.00
TOTAL ALTERNATE 2					\$ 748,095.00

TAB 8



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 18, 2020

Agenda Item No. Tab 8

Agenda Title: COVID-19 SPECIAL EVENT CHECKLIST DISCUSSION.

- SPECIAL PRESENTATION/REPORTS
- BOARD APPOINTMENT
- PUBLIC HEARING ORDINANCE ON _____ READING
- NEW BUSINESS**
- OTHER: _____

- CONSENT AGENDA
- OLD BUSINESS

Approved by Town Manager

Date: 11/10/2020

Riunite Franks, Special Events Director
Name/Title

Digitally signed by Riunite Franks
DN: cn=Riunite Franks, o=Town of Lake Park, ou=Special Events Department,
email=Riunite.Franks@lakepark.fl.gov, c=US
Date: 2020.11.10 14:26:13 -0500

<p>Originating Department:</p> <p>Special Events</p>	<p>Costs: \$ 0 (see requests below)</p> <p>Funding Source:</p> <p>Acct.</p> <p><input type="checkbox"/> Finance _____</p>	<p>Attachments:</p> <p>→ Copy of COVID-19 Special Event Checklist</p>
<p>Advertised:</p> <p>Date: _____</p> <p>Paper: _____</p> <p><input checked="" type="checkbox"/> Not Required</p>	<p>All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.</p>	<p>Yes I have notified everyone</p> <p>_____</p> <p>OR</p> <p>Not applicable in this case</p> <p><u>RCF</u></p> <p>Please initial one.</p>

Summary Explanation/Background:

With the assistance of Palm Beach County, Town staff has created a COVID-19 Special Event Checklist that will now be a part of the special event permit application process and the temporary outdoor seating permit process. The checklist will allow the applicant to include important health & safety measures that will be used for the event. Applicants are asked to describe such information as screening procedures, facial covering guidelines, social distancing measures, cleaning and sanitizing process, proper signage, etc. If an applicant is in need of face masks, hand sanitizer and signage, the Town will provide those items for the event. All items are required to be

returned 48 hours after the scheduled event. For those individuals or business that receive a special event permit, the Town will assign a Code Enforcement Officer to the event to ensure that all policies and procedures are adhered to throughout the duration of the event. If any violations are observed, the Code Enforcement Officer will approach the applicant to instruct them on proper procedures and importance of masks, social distancing and hand sanitizer. Application deadlines of 21 calendar days for proposed events on private property and 60 calendar days for events on Town property will remain in place.

Recommended Motion: No motion needed.



TOWN OF LAKE PARK COVID-19 SPECIAL EVENT CHECKLIST

Due to the on-going effects of COVID-19, the Town of Lake Park (along with Palm Beach County) has developed a special event checklist to identify health & safety measures for special events occurring throughout the Town. Please answer the following questions listed below to the best of your ability. If you have any questions or concerns please feel free to contact the Special Events Department at 561-840-0160 or specialevents@lakeparkflorida.gov.

Please note: The Town of Lake Park will assign a Code Enforcement Officer to each special event to ensure that all policies and procedures are adhered to throughout the duration of the event.

Entrance/Registration/Purchasing & Signage

1. Describe event attendee screening procedure at entry.

2. Describe how the purchasing process is touchless or involves minimal contact with event attendees.

3. Pursuant to Palm Beach County Emergency Order 2020-012, facial coverings must be worn by all persons in public places, including businesses, where social distancing is not possible or feasible. Describe how event attendees will be instructed to wear facial coverings.

4. Detail all forms and locations of multilingual signage to maintain physical distancing, facial coverings and health & safety guidelines (e.g., handwashing, germ spread prevention & hygiene advice, etc.).

Measures to Protect Event Attendees and Employees

1. Outline all seating modifications to maintain 6-foot physical distancing between event attendees.

2. Outline all measures to eliminate or minimize the congregation of event attendees and provide a detailed event plan on how this will be accomplished (e.g., minimize traffic choke points, minimize congestion in common areas or waiting areas, limit number of persons per vendor booth or food truck, expand waiting areas to accommodate distancing, have event attendees wait outside to be notified by call or text message, etc.).

3. Specify the personal protective equipment (PPE) provided to employees (e.g., masks, gloves, eyewear, etc.) (*Pursuant to Palm Beach County Emergency Order 2020-012, facial coverings must be worn by all employees in public places, including businesses, where social distancing is not possible or feasible.*)

Sanitizing and Housekeeping Procedures

1. Describe the location of all hand sanitizer and/or handwashing stationsⁱ for event attendees & employees and how these stations will be monitored and serviced/refilled. (*Hand sanitizer and/or handwashing stations must be conveniently located in high-traffic and high-risk areasⁱⁱ.*)

2. Describe how all shared equipment will be sanitized before and after each use.

3. Describe the procedure for frequent sanitizing of high-contact areas such as touchscreens, kiosks, keypads, handles, railings, doorknobs, tables, chairs, counters, check-out areas, etc. consistent with CDC guideline. (www.cdc.gov/coronavirus/2019-ncov/community/reopen-guidance.html).

4. Describe the process for frequent sanitizing of restrooms and how congestion or congregation within will be monitored and limited.

ⁱ Hand sanitizer or handwashing stations; dispensers mounted on poles or the wall. Do not use loose containers that must be handled, picked up, or that can be easily removed.

ⁱⁱ Hand sanitizer or handwashing stations should be located in prominent areas where they are convenient and easily accessible to all guests. They should be placed at all entrances, check-in desks & transaction counters, adjacent to all high-contact points such as shared equipment, games, or attractions, adjacent to areas where patrons have contact with animals, at restroom entrances/exits, throughout dining areas, employee work stations, breakrooms, and at all facility exits. Hand sanitizer stations should not be placed in areas where young children can have unsupervised access to them.