

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.

The foregoing Resolution was offered by Commissioner Michaud, who moved its adoption. The motion was seconded by Commissioner Linden and upon being put to a roll call vote, the vote was as follows:

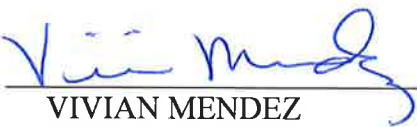
	AYE	NAY
MAYOR MICHAEL O'ROURKE	_____	_____
VICE-MAYOR KIMBERLY GLAS-CASTRO	_____	_____
COMMISSIONER ERIN FLAHERTY	_____	_____
COMMISSIONER JOHN LINDEN	_____	_____
COMMISSIONER ROGER MICHAUD	_____	_____

The Town Commission thereupon declared the foregoing Resolution No. 77-11-20 duly passed and adopted this 18 day of November, 2020.

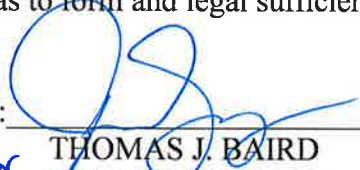
TOWN OF LAKE PARK, FLORIDA

BY: 
MICHAEL O'ROURKE
MAYOR

ATTEST:


VIVIAN MENDEZ
TOWN CLERK

Approved as to form and legal sufficiency:

BY: 
for THOMAS J. BAIRD
TOWN ATTORNEY



CONTRACT

THIS CONTRACT is hereby made and entered into this 28th day of November 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: 
Terry Murphy
as President
Strategic Marketing
8895 North Military Trail
Suite B202
Palm Beach Gardens, FL
33410

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 November 24, 2021, 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:

By: *Vivian Mendez*
Vivian Mendez, Town Clerk



TOWN OF LAKE PARK

By: *Michael O'Rourke*
Michael O'Rourke, Mayor

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

By: *Thomas J. Baird*
for Thomas J. Baird, Town Attorney

CONTRACTOR

By: *[Signature]*

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.

WE ARE STRATEGIC MARKETING

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

WE ARE STRATEGIC MARKETING

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.

WE ARE STRATEGIC MARKETING

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.

WE ARE STRATEGIC MARKETING

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

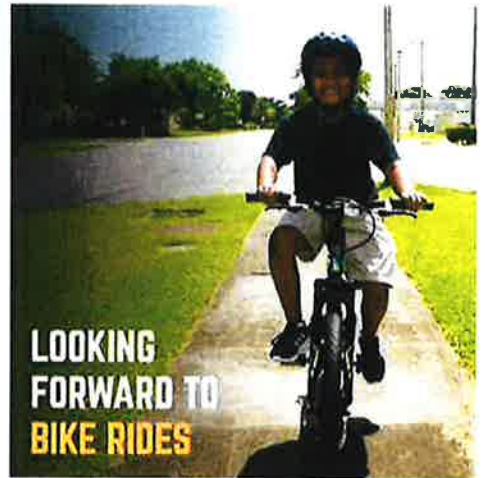
LIVE



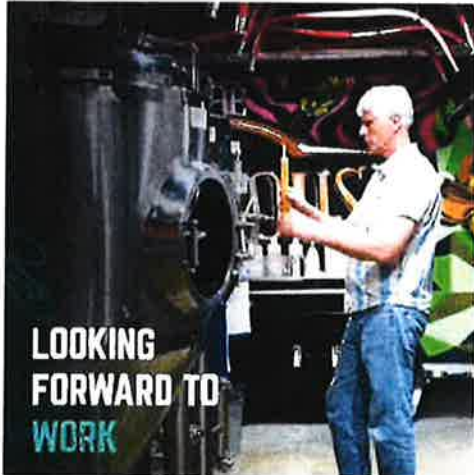
POVERTY IS REDUCED BY 39% SINCE 2014



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

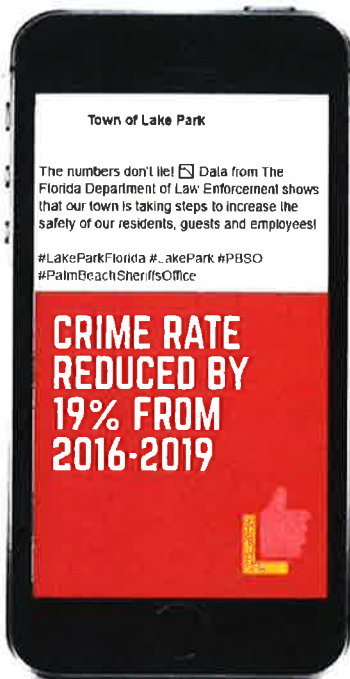
Strategic Marketing uses advanced social media management tools to distribute content to each social media platform. Once approved, our team schedules the content ahead of time, so we can move ahead to the following month, keeping our strategy organized and timely. Our content strategy goes further than "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

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LAKE PARK SAFETY INITIATIVE LOOKING TO STRENGTHEN COMMUNITIES



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TOWN OF LAKE PARK WWW.LAKEPARKFLORIDA.GOV

SCOPE OF WORK

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



SCOPE OF WORK

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



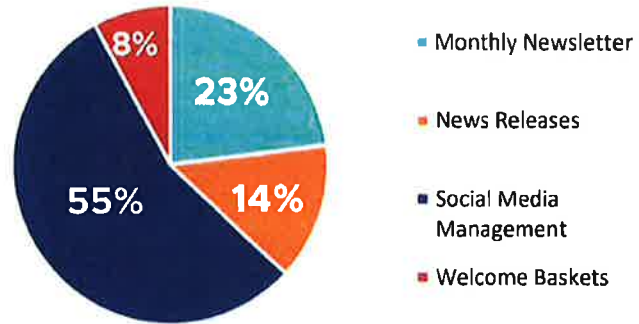
Product Examples

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	\$ 19,872
<i>*8 Social Media Posts Per Month</i>	
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	500 Industrial way
	Boynton Beach, FL 33426
	Date(s) Service Provided 1992 to present
	PHONE: (561) 228-5657
Lou Morano	FAX:
2. Big Shots Golf	3456 US HWY 1
	Vero Beach, FL 32960
	Date(s) Service Provided 2018 to present
	PHONE: (772) 979-4653
Meredith Quimby	FAX:
3. Palm Beach Harvest	4601 S Flagler Dr
	West Palm Beach, FL 33405
	Date(s) Service Provided 1998 to present
	PHONE: (561) 310-6641
Deborah Morgan	FAX:
4. Law Offices of Robert Schwartz	1901 S Congress Ave
	Boynton Beach, FL 33426
	Date(s) Service Provided _____ to _____
	PHONE: (561) 736-3440
Laura Urbina	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 be "L. Morano", written over a horizontal line.

Lou Morano
President, Owner of Capitol Carpet & Tile

A handwritten date "9-22-20" in black ink, written over a horizontal line.

Date

REQUIRED SUBMITTALS - REFERENCES



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

REQUIRED SUBMITTALS - REFERENCES

SIMILAR WORKS

TOWN OF LAKE PARK - CRA

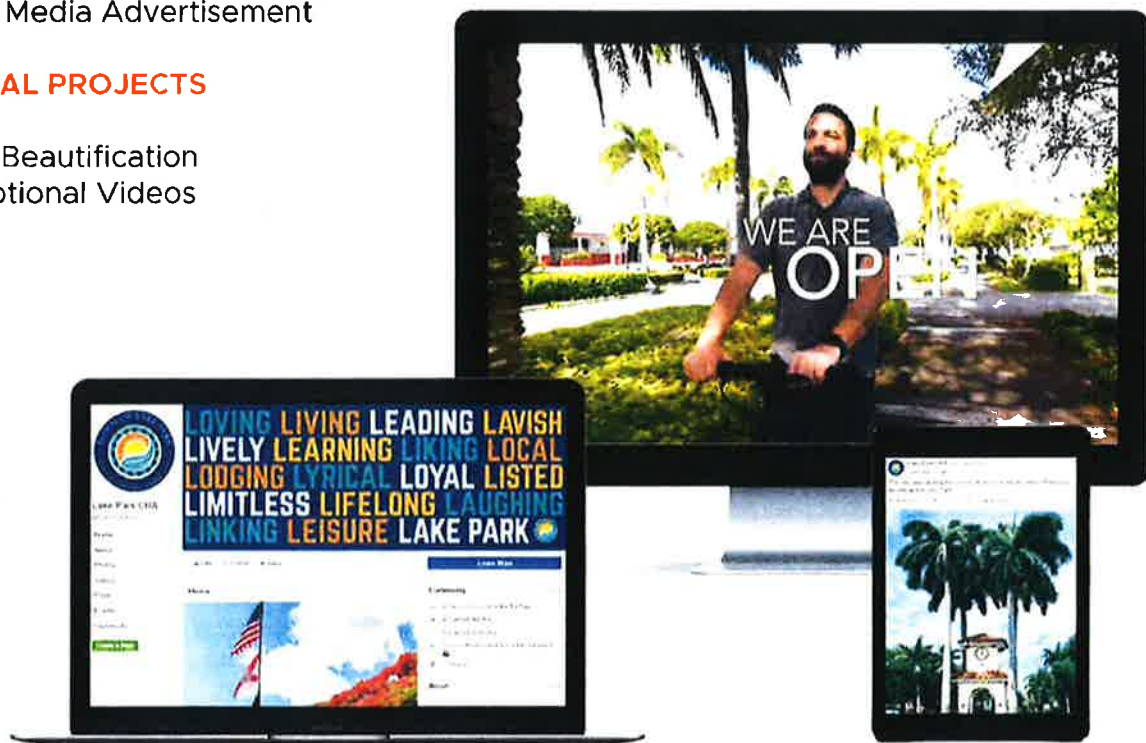
Not only is our office located two miles away from the Town of Lake Park, but our agency has had the pleasure of working with the Town of Lake Park's Community Redevelopment Agency over the last year. This has given us incredible insight into the community and local businesses, and has allowed us to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

SERVICES RENDERED

Branding Development
Social Media Management
Social Media Advertisement

SPECIAL PROJECTS

Town Beautification
Promotional Videos



REQUIRED SUBMITTALS

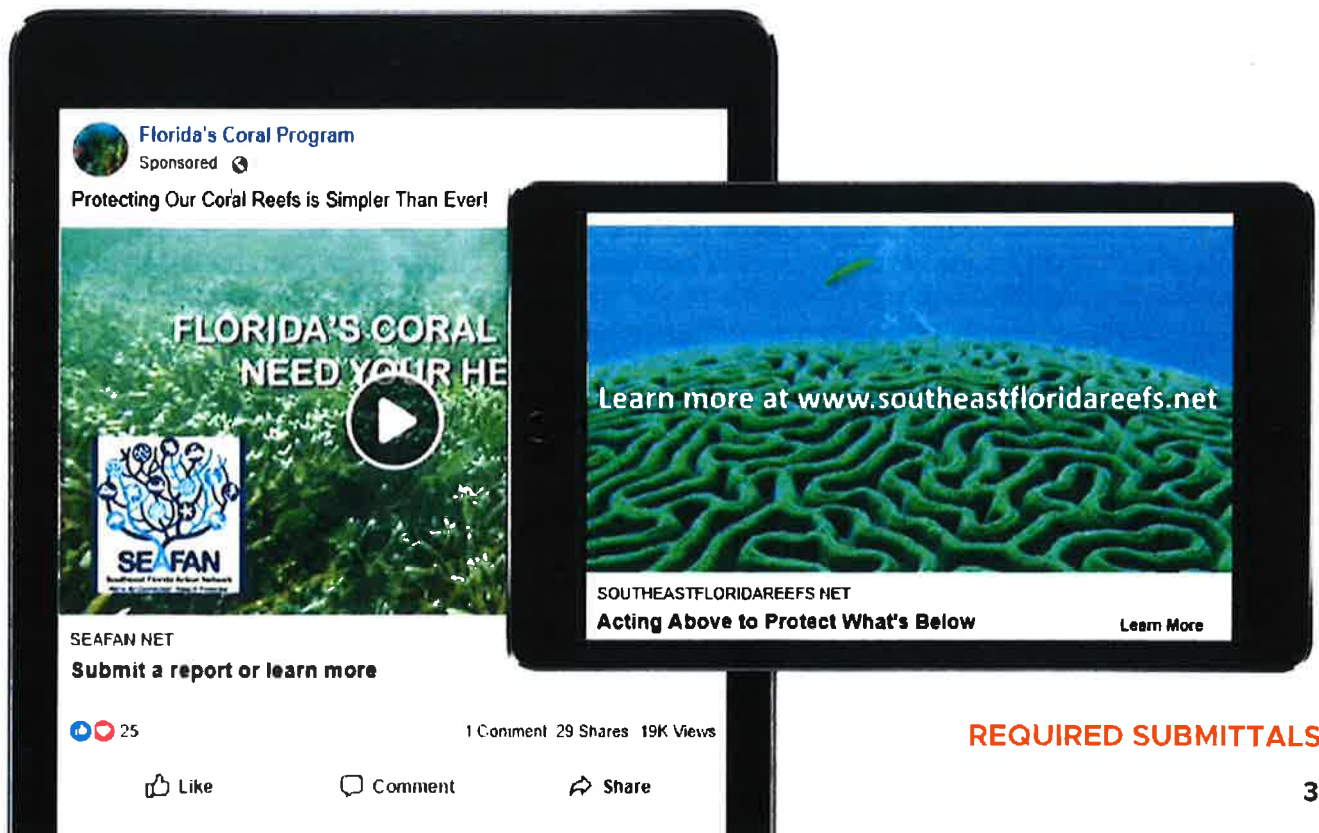
SIMILAR WORKS

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

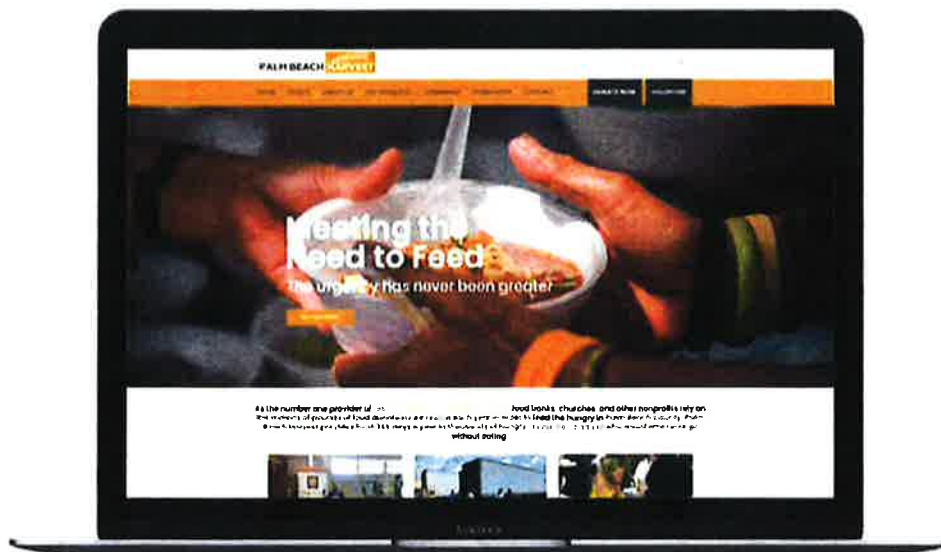
SIMILAR WORKS

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: 535 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 33405
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 01/01/20

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 is 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.

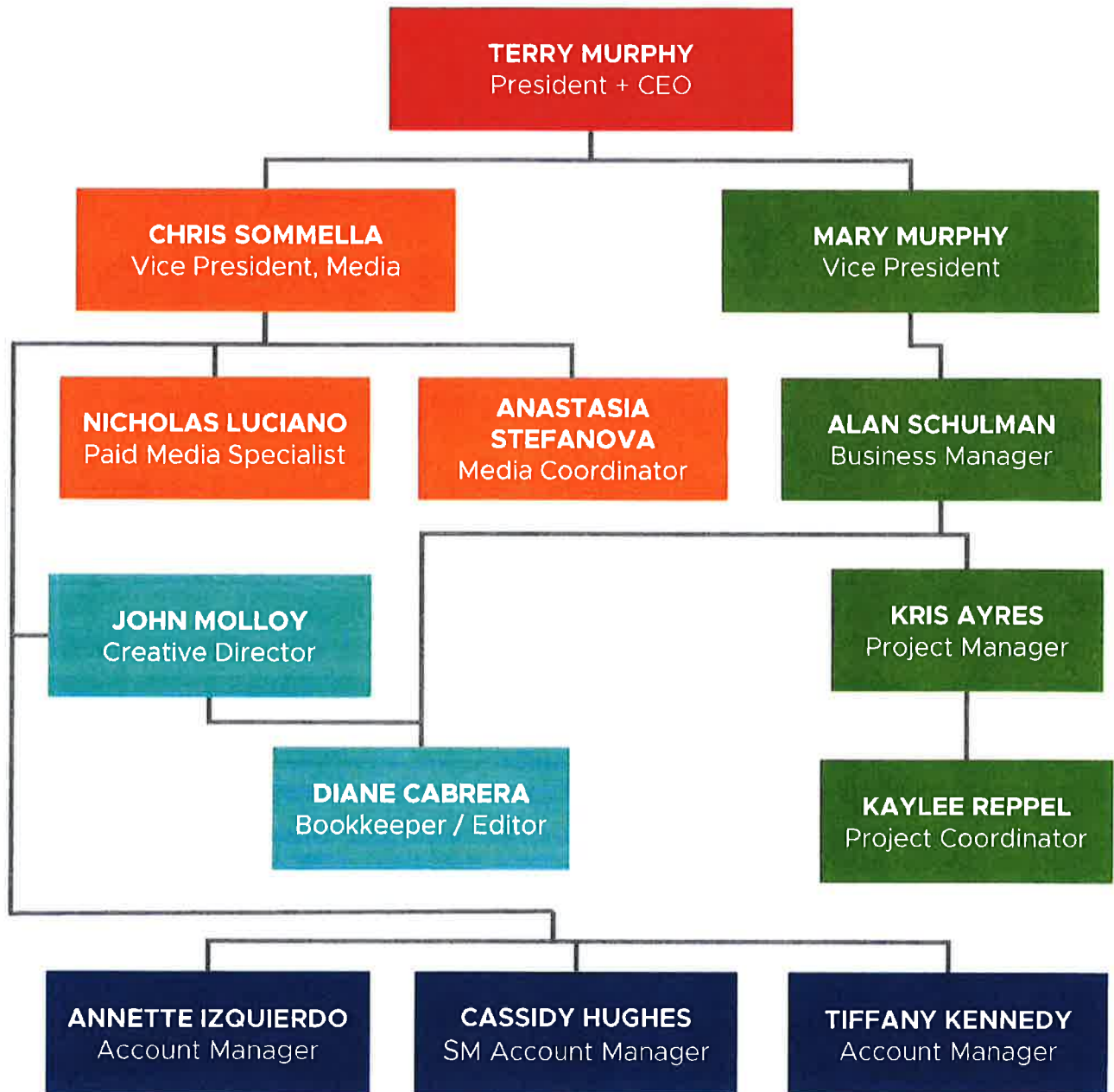
The annual budget will be dispersed across 12 months for a total of \$3,000 per month.

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													
<i>* Completed on an as-needed basis</i>													
<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 SUBMITTALS

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:

TERENCE J. MURIDHU

ADDRESS:

8895 N. MILITARY TRAIL, SUITE B202

PALM BEACH GARDENS, FL 33410

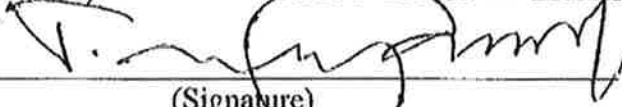
PHONE NO:

(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): _____

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 #
64-0072 ADVERTISING AGENCY	STRATEGIC MARKETING1 INC		U20.24892 - 08/30/18	\$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

Tax Collector, Palm Beach County					9/14/2020	10068
Date	Type	Reference	Original Amt.	Balance Due	Discount	Payment
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 \$1.00 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	\$92.50	\$342.50
CURRENT	DELINQUENT	DELINQUENT	DELINQUENT	DELINQUENT	DELINQUENT

REQUIRED DOCUMENTATION - LICENSES



FLORIDA

Certificate of RegistrationDR-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



FLORIDA

2020 Florida Annual Resale Certificate for Sales TaxDR-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 a power of attorney.

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

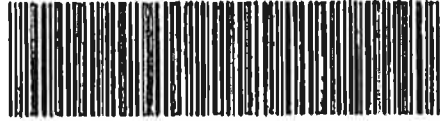
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

Office Use Only



000336715610

11/18/19--01039--002 **125.00

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

FILED

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

I 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.

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

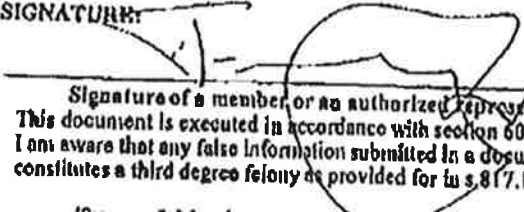
(Use attachment if necessary)

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

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)

SECRET
TALLAHASSEE, FL
STATE

2019 NOV 18 AM 11:49

FILED



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
FEI/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: 03/28/2020

Registered Agent Name & Address

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

Name Changed: 03/28/2020

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

search.sunbiz.org/Inquiry/CorporationSearch/SearchResultDetail?InquiryType=EntityName&directionType=Initial&searchNameOrder=STRATEGICMA... 1/2

REQUIRED DOCUMENTATION - CERTIFICATE OF INCORPORATION

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 Coledinas Insurance Group, a Marsh & McLennan Agency LLC company 4400 PGA Blvd, Suite 1000 Palm Beach Gardens, FL 33410	CONTACT NAME: PHONE (AC, Ho, Ext): (561) 622-2550	FAX (AC, No):
	E-MAIL ADDRESS: noreply@coledinas.com	
INSURED Strategic Marketing LLC; SmartLink Internet Strategies; Gale Force Digital Technologies Inc. Attn: Mary Murphy 8896 N Military Trail #B202 Palm Beach Gardens, FL 33410	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Scottsdale Insurance Company	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E: INSURER F:	
		NAIC # 41297

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 SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CI AINS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO <input type="checkbox"/> LOC <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 COMBINED SINGLE LIMIT (Ea. accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS MADE DED RETENTION \$					PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N <input checked="" type="checkbox"/> N/A If yes, describe under DESCRIPTION OF OPERATIONS below					

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

RD 25 (2016/03)

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The ACORD name and logo are registered marks of ACORD
REQUIRED DOCUMENTATION - INSURANCE



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
PHONE (A/C, NO, EXT): 877-286-6850 **FAX (A/C, No):** 585-389-7426
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:		
INSURER F:		

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	WVD	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 GENL 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 - COMP/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 <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$							EACH OCCURRENCE \$ AGGREGATE \$	
WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below				TWC3861456	04/04/2020	04/04/2021	<input checked="" type="checkbox"/> WC STAT. TORT LIMITS 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

Mauri P. Stasi

ACORD 25 (2016/03)

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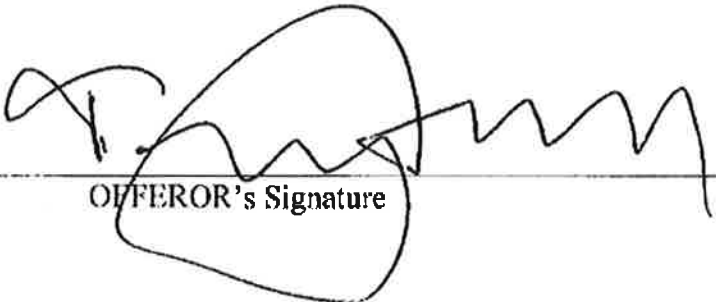
REQUIRED DOCUMENTATION - INSURANCE

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 #: GG208940

Expires on: July 30, 2022



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

REQUIRED DOCUMENTATION - ANTI-KICKBACK

NON-COLLUSION AFFIDAVIT

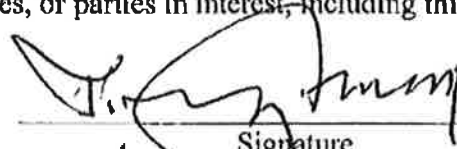
State of Florida
County of Palm Beach

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

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:



Diana M. Cabrera
Commission # 00208940
Expires: July 30, 2022
Bonded thru Aeron Notary

Notary Signature: Diana M. Cabrera

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

My Commission #: 66-208940
Expires on: July 30, 2022

REQUIRED DOCUMENTATION - NON-COLLUSION

CERTIFICATION OF NON-SEGREGATED FACILITIES

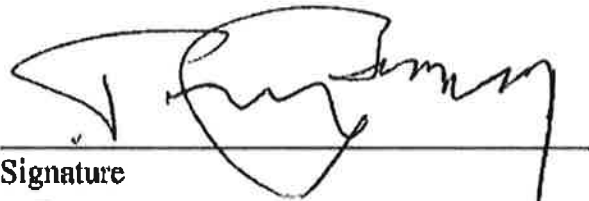
The OFFEROR certifies that he/she does not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she does not permit his/her employees to perform their services at any location, under his/her control where segregated facilities are maintained. 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 Aaron Notary

Notary Signature: Diane M. Cabrera

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

My Commission #: 66208940

Expires on: July 30, 2022

REQUIRED DOCUMENTATION - NON-SEGREGATED FACILITIES

**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.

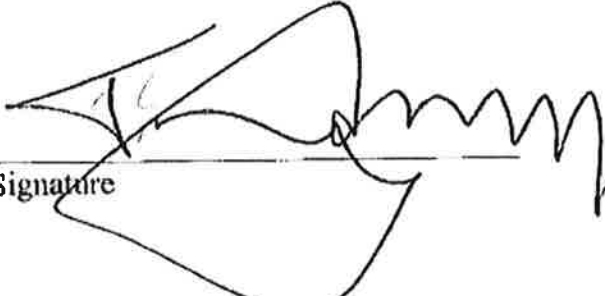
7. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Indicate which statement applies.)

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 Strategic 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 Aaron Notary

Notary Signature: [Signature]

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:



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

	<u>Jan - Dec 19</u>
Ordinary Income/Expense	
Income	5,648,430.67
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	612,371.91
Checking/Savings	743,421.51
Accounts Receivable	7,304.08
Other Current Assets	<u>0.00</u>
Total Current Assets	1,363,097.51
Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u>1,363,097.51</u>
LIABILITIES & EQUITY	
Liabilities	1,265,500.65
Current Liabilities	<u>1,265,500.65</u>
Total Liabilities	97,595.86
Equity	<u>1,363,097.51</u>
TOTAL LIABILITIES & EQUITY	<u>1,363,097.51</u>

REQUIRED DOCUMENTATION - PROOF OF FINANCIAL STABILITY

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

	<u>Jan - Dec 19</u>
OPERATING ACTIVITIES	
Net Income	369,838.44
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	36,339.30
Cash at beginning of period	<u>576,032.81</u>
Cash at end of period	<u><u>612,371.91</u></u>

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>1,101,146.80</u>
Net Ordinary Income	127,804.51
Other Income/Expense	<u>-22,221.83</u>
Net Income	<u>105,582.68</u>

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

	<u>Dec 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	677,067.81
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	105,582.68
Adjustments to reconcile Net Income	
Net cash provided by Operating Activities	125,087.09
INVESTING ACTIVITIES	0.00
FINANCING ACTIVITIES	<u>-69,447.68</u>
Net cash increase for period	55,639.41
Cash at beginning of period	520,413.20
Cash at end of period	<u><u>576,032.61</u></u>

1:20 PM

09/26/20

Accrual Basis

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

	<u>Jan - Dec 17</u>
Ordinary Income/Expense	
Income	1,266,901.65
Cost of Goods Sold	<u>1,986.19</u>
Gross Profit	1,264,915.46
Expense	<u>1,041,766.78</u>
Net Ordinary Income	223,148.68
Other Income/Expense	<u>-56,668.79</u>
Net Income	<u><u>166,479.89</u></u>

REQUIRED DOCUMENTATION - PROOF OF FINANCIAL STABILITY

CONFIDENTIAL

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09/26/20
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	0.00
TOTAL ASSETS	<u>1,542,444.81</u>
LIABILITIES & EQUITY	
Liabilities	1,380,381.93
Equity	162,062.88
TOTAL LIABILITIES & EQUITY	<u>1,542,444.81</u>

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

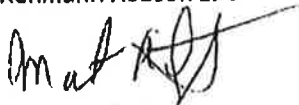
To Whom It May Concern:

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

REQUIRED DOCUMENTATION – PROOF OF FINANCIAL STABILITY

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:

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 Rosner 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

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 CEG 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 \$48,940

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

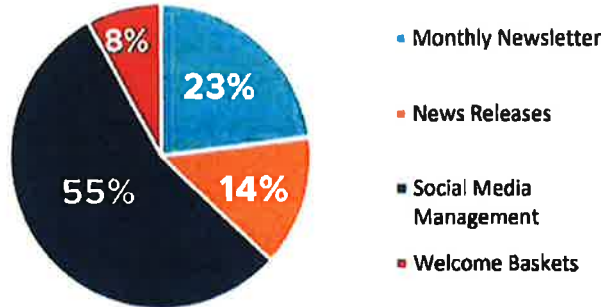
PHONE:

561-688-8155

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

SCOPE OF WORK