



R M A

REINVENTING YOUR CITY

May 8, 2024

LAKE PARK CRA & THE TOWN OF LAKE PARK, FLORIDA

PUBLIC RELATIONS & MARKETING SERVICES

RFQ 108-2024

RMA

Redevelopment Management Associates

HQ

2302 E. Atlantic Blvd.
Pompano Beach, FL 33062
P: 954.695.0754 | F: 754.240.7885
accounts@rma.us.com | www.rma.us.com

Sharon McCormick

Director of Business Attraction & Marketing
sharon@rma.us.com | C: 828.773.2637

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LETTER OF TRANSMITTAL 1

May 8, 2024

Lake Park CRA / Town of Lake Park
Lake Park Town Hall
535 Park Avenue
Lake Park, Florida 33403

RE: RFQ 108-2024 Public Relations and Marketing Services

Redevelopment Management Associates is pleased to submit our proposal in response to RFQ 108-2024 for Public Relations and Marketing Services. We are committed to providing comprehensive services as described in the RFQ and meeting the goals outlined in the Scope of Services. RMA is a full-service economic (re)development consulting firm with extensive experience in positioning and marketing cities, towns, counties, and redevelopment areas for growth that enhances the unique character of the town, city, or area.

RMA acknowledges the importance of the tasks outlined in the Scope of Services and is prepared to provide all supervision, labor, services, training, equipment, tools, materials, and supplies necessary to deliver exceptional results. In addition, our team is dedicated to compliance with all federal, state, and local laws and regulations.

The RMA team leader for this project and your point of contact is Sharon McCormick, a renowned expert in CRA compliance, business attraction, marketing, communications, and place branding. Ms. McCormick has spearheaded numerous successful CRA initiatives across Florida, showcasing her leadership in marketing, branding, strategic planning, and communications within the industry. Additionally, RMA brings the talent of our strategic partners VUP Media, led by Sandra VoPale, Avia Design Group, led by Todd Mayfield, All the Rage Marketing, led by Sherra Sewell, and Standing Ovations, led by Stewart Auville. Together, our firms have a proven track record of analyzing, crafting, implementing, and assessing diverse economic (re)development strategies, including branding, marketing, and communications campaigns.

RMA's extensive experience will benefit Lake Park by providing a team that is not only capable of designing beautiful collateral, but also experienced in developing a targeted plan of action based on the CRA's and Town's goals and objectives, utilizing trusted and trending PR and marketing tactics to reach key audiences to enhance Lake Park's economic development.

Key tasks and deliverables that RMA will provide include:

1. Marketing Plan Development:

- a. Study and integrate the 2022 CRA Master Plan into a multi-year marketing strategy.
- b. Focus on regional marketing to engage beyond the local area.
- c. Collaborate with the CRA Administrator to ensure budget alignment.
- d. Produce a comprehensive Marketing Plan including market/situation analysis, messaging, strategies, and communication methods.

2. Agency Branding

- a. Evaluate and suggest improvements for current agency branding.
- b. Develop a unified branding strategy for both individual CRA districts and the CRA, ensuring consistency and effectiveness.



REINVENTING YOUR CITY

**PRIMARY CONTACT/PERSON
AUTHORIZED TO MAKE
REPRESENTATIONS:**

Sharon McCormick

Director of Business Attraction & Marketing
sharon@rma.us.com | C: 828.773.2637

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Pompano Beach, FL 33062
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3. Implementation including:

- a. Community Engagement Strategy
- b. Graphic Design
- c. Public and Media Relations
- d. Social Media
- e. Digital Marketing
- f. Website Production and Management

RMA is committed to working closely with the Lake Park CRA and the Town of Lake Park to achieve project success and meet all objectives outlined in the RFQ. We are confident in our ability to deliver high-quality services and contribute positively to the community.

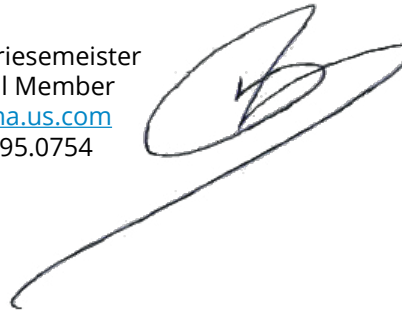
Thank you for considering Redevelopment Management Associates as a potential provider of future services on an as needed basis for the Lake Park CRA and the Town of Lake Park. We look forward to the opportunity of assisting you in your endeavors and are committed to your success.

Sincerely,

Christopher J. Brown
Principal Member
chris@rma.us.com
P: 954.695.0754



Kim J. Briesemeister
Principal Member
kim@rma.us.com
P: 954.695.0754



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 Qualifications (hereinafter referred to as "RFQ") as well as any special instructions if applicable.

CORRECT LEGAL NAME OF OFFEROR:

Redevelopment Management Associates, LLC (RMA)

SIGNATURE OF OFFEROR'S AUTHORIZED AGENT:



TITLE:

Principal

TYPED/PRINTED NAME OF AUTHORIZED AGENT:

Christopher Brown

ADDRESS:

2302 E. Atlantic Blvd., Pompano Beach, FL 33062

PHONE NO: (954) 695-0754

State of Florida Department of State

I certify from the records of this office that REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC is a limited liability company organized under the laws of the State of Florida, filed on March 2, 2009.

The document number of this limited liability company is L090000020387.

I further certify that said limited liability company has paid all fees due this office through December 31, 2024, that its most recent annual report was filed on January 16, 2024, and that its status is active.



*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Sixteenth day of January, 2024*

A handwritten signature in black ink, appearing to be "J. B. B.", written over a horizontal line.

Secretary of State

Tracking Number: 2346126824CC

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

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

STATEMENT OF QUALIFICATIONS **2**

RMA is a full service economic (re)development firm passionately reinventing cities and target areas to bring hidden assets and unrecognized value to the forefront. We have a proven track record assessing, developing and implementing plans/programs that are improving communities by utilizing a realistic, comprehensive and effective approach - resulting in over **\$1 billion in private sector investment** within our client areas.

We offer comprehensive services in five specialized areas:

- ▶ Economic Development
- ▶ Business Attraction & Marketing / Place Branding / Communications
- ▶ Real Estate
- ▶ Urban Design & Planning
- ▶ Government Management & Administration

RMA was formed in 2009 by Principal Members, Kim Briesemeister, a Certified Redevelopment Administrator, and Christopher J. Brown, combining their talents and 50+ years of experience providing consulting and management services to governments in the field of urban redevelopment and place making, regionally, nationally and internationally. RMA headquarters is in Pompano Beach, Florida, with additional Florida office locations in Delray Beach, Jacksonville and the Central Florida area.

Our expertise includes all aspects of **economic development, business attraction and marketing, place branding and communications, real estate development and public-private partnerships (P3), urban design and planning, government administration and community consensus building**. RMA's active practitioners have led some of the most successful economic development efforts in Florida cities during the last 30 years, transforming many areas throughout the state into thriving business/entertainment districts, including Delray Beach, Fort Lauderdale, Hollywood, Pompano Beach and West Palm Beach.

RMA's highly experienced professionals are committed to helping our clients in their pursuit of economically diverse and healthy communities. The benefits of working with us include comprehensive access to industry leaders in specialized redevelopment fields providing years of knowledge, experience and proven success as evidenced by the client cities we have helped reinvent.

Our firm has the experience, in-house expertise and financial stability to successfully complete and implement projects of all sizes.



REDEVELOPMENT MANAGEMENT ASSOCIATES is a small, independent and majority woman-owned Limited Liability Corporation headquartered in Broward County, licensed to do business by the State of Florida. Principal Members are Kim Briesemeister and Chris Brown.

RMA HQ

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Organizational Chart



RMA's current and anticipated future workload does not preclude the efficient and effective provision of service to Lake Park for services requested.



KIM BRIESEMEISTER, C.R.A.

Principal

Years of Experience
30

Areas of Expertise

- ▶ Redevelopment & Urban Revitalization
- ▶ Redevelopment Management
- ▶ Public-Private Partnerships (P3)
- ▶ Visioning & Urban Planning
- ▶ Financing Redevelopment

Education

A.A. | Specialized Business, International Correspondence School
ICSC Marketing I & II, John T. Riordan School of Professional Development

Certifications

- ▶ Certified Redevelopment Administrator (C.R.A.)

Bio

Ms. Briesemeister has managed redevelopment of some of the largest, most complex CRA districts and redevelopment projects in South Florida, including West Palm Beach, Pompano Beach, Fort Lauderdale and Hollywood, which led to total transformation of urban districts within the cities. This included preparing urban vision plans, Transit Oriented Development strategies and financing mechanisms, drafting/implementing downtown revitalization plans, negotiating public-private partnerships, marketing, branding, business attraction/ retention, and community consensus building. She oversaw the acquisition and disposition of approximately \$100 million in public property targeted for redevelopment that resulted in over \$1 billion in private development activity.

Professional Affiliations

- ▶ Advisory Board, University of Miami, Master in Real Estate Development & Urbanism
- ▶ Florida Redevelopment Association, Past President
- ▶ Urban Land Institute
- ▶ International Council of Shopping Centers, Past Co-Chair Alliance Program
- ▶ International Economic Development Council

Redevelopment Management

- ▶ Management and project oversight of large redevelopment projects
- ▶ Negotiated over eleven (11) public/private partnership (P3) agreements and real estate transactions resulting in over \$1 billion in private development projects
- ▶ Oversaw the acquisition and disposition of approximately \$100 million in public property targeted for redevelopment
- ▶ Hired and managed engineer and design consultants for million-dollar streetscape improvement projects
- ▶ Created and managed incentive programs, grants and other financing tools
- ▶ Managed business recruitment and retention programs
- ▶ Created and managed city branding and marketing programs to reposition cities

Visioning and Planning

- ▶ Transit Oriented Development (TOD) strategies and financing mechanisms
- ▶ Drafted downtown revitalization plans
- ▶ Drafted marketing plans and strategies for retail districts for business attraction which attracted over 100 new businesses to the downtown area

Financing Redevelopment

- ▶ Created and managed finance plans and budgets in excess of \$100 million for redevelopment including bond issues
- ▶ Identified and recommended financing strategies for over \$ 200 million in public investment improvements to leverage private development
- ▶ Drafted multiple Five-Year redevelopment finance plans and programs
- ▶ Recommended strategies to leverage tax increment financing for bond issues or capital improvements
- ▶ Leveraged public sector resources to attract grant funds for redevelopment projects
- ▶ Worked with lenders, financial institutions and other agencies to secure financing and funding for redevelopment projects

Awards

- ▶ FRA, Roy F. Kenzie Award
 - ▶ 2012, Planning, Pompano Beach, FL
 - ▶ 2011, Marketing, Dania Beach, FL
 - ▶ 2009, Cultural Enhancement, West Palm Beach, FL
 - ▶ 2001, Best New Project, Fort Lauderdale CRA
 - ▶ 2000, Five-Year Finance Plan, Fort Lauderdale CRA
 - ▶ 1997, Downtown Marketing Program, Hollywood, FL
 - ▶ 2007 ICSC Maxi Award: Branding & Marketing, West Palm Beach, FL
- ▶ 2006 Florida League of Cities: Innovation Showcase
- ▶ 1989 ICSC Merit Award



CHRISTOPHER J. BROWN

Principal/Real Estate Broker

Years of Experience

33

Areas of Expertise

- ▶ Zoning Mixed-Use Development
- ▶ Regulations
- ▶ Urban Design Regulations
- ▶ CRA Redevelopment Plans
- ▶ Public-Private Partnerships (P3)
- ▶ Real Estate Development
- ▶ Redevelopment Planning & Management
- ▶ Community Engagement/Meeting
- ▶ Facilitator

Education

M. City Planning | University of Pennsylvania
M. Architecture | University of Pennsylvania
B.A. | Yale University

Certifications

- ▶ FL General Contractor
- ▶ FL Real Estate Broker

Bio

Mr. Brown has extensive experience in planning and design, real estate development, finance and redevelopment management. Mr. Brown served for 9 years as the Executive Director of the highly successful Delray Beach CRA when it was just in its infancy. He is recognized throughout Florida for the legacy he has left in Delray Beach and is responsible for negotiating multiple public-private partnerships and creating the marketing co-op. Mr. Brown's successes in redevelopment can be attributed to his experience in real estate, working for and as, a real estate developer. Chris Brown has led some of the most successful Community Redevelopment Agencies in the state of Florida and is a past President of the Florida Redevelopment Association.

Professional Affiliations

- ▶ Congress of New Urbanism
- ▶ Urban Land Institute
- ▶ International Council of Shopping Centers
- ▶ Florida Redevelopment Association, Past President
- ▶ Business Loan Fund of the Palm Beaches Inc., Board of Directors
- ▶ Palm Beach Photographic Center, Board of Directors

Urban Design Regulations

- ▶ Plantation Midtown Master Plan and Design Guidelines, Plantation, FL
- ▶ City of Stuart Urban Design Guidelines and Overlay District, Stuart, FL
- ▶ Pompano Beach CRA Northwest, East District Master Plans and Design Guidelines, Pompano Beach, FL

Public Private Partnerships

- ▶ Pompano Beach Pier Redevelopment, Pompano Beach, FL
- ▶ Harbor Village Shops, Pompano Beach, FL
- ▶ Atlantic Grove Mixed Use Development, Delray Beach, FL
- ▶ Ocean City Retail/Office Center, Delray Beach, FL
- ▶ Hyatt Place Hotel, Delray Beach, FL
- ▶ Central Market Retail Center, Oakland Park, FL

Real Estate Development

- ▶ 1350 Main, Mixed Use High Rise Development, Sarasota, FL
- ▶ The Lofts, Mixed Use Development, Gainesville, FL
- ▶ Crossings Condominium, Houston, TX

Historic Preservation

- ▶ Spady History Museum, Delray Beach, FL
- ▶ State of Florida Historic Preservation Office, Delray Beach, FL
- ▶ Delray Beach CRA Office, Delray Beach, FL

Redevelopment Planning and Management

- ▶ Pompano Beach Community Redevelopment Plan Update, Pompano Beach, FL
- ▶ Business Improvement District Plan, Naples, FL
- ▶ Parking Enterprise Fund, Pompano Beach, FL
- ▶ Public Parking and Parking Management, Delray Beach, FL
- ▶ Business Attraction and Incentives, Delray Beach, FL



SHARON W. McCORMICK
Director of Business Attraction & Marketing

Years of Experience
30+

Areas of Expertise

- ▶ Business Attraction & Retention
- ▶ Research & Analysis/Marketing Plans & Implementation
- ▶ Brand Identification & Development/Strategy & Campaigns
- ▶ Cultural Arts & Special Events
- ▶ Community Engagement/Meeting Facilitator

Education

B.S. | Appalachian State University
ICSC Marketing I & II - John T. Riordan School of Professional Development

Professional Affiliations

- ▶ International Council of Shopping Centers
- ▶ Florida Redevelopment Association

Bio

Ms. McCormick is a creative thinker with the ability to develop unique and strategic solutions while adhering to government regulations, statutory requirements and community/client values and character. She is a highly skilled leader with extensive award-winning experience in place branding and marketing that has led to millions of dollars of capital investment and increased revenues in RMA's client cities. She has been a featured speaker at both local and national conferences and seminars including the International Downtown Association (IDA) regional and national conferences, Florida Redevelopment Association (FRA), CHAT South Florida's Synergy Summit for Cultural & Heritage Tourism, and Florida League of Cities Economic Development Summit.

Visioning & Placemaking/Marketing & Branding

- ▶ Developed numerous place brands, development strategies and marketing campaigns for several RMA client cities
- ▶ Created advertising and cross promotional business marketing campaigns through owned, shared, earned and paid media
- ▶ Project managed creative development of wayfinding systems and light pole banner campaigns
- ▶ Designed and executed award winning consumer and business attraction and retention campaigns and event programs targeting primary, secondary and tertiary markets, while developing the area's unique brand
- ▶ Managed numerous ground breaking and grand opening events drawing from 50 to 10,000 attendees
- ▶ Developed collaborative community engagement programs, leading to increased community pride and consensus
- ▶ Created the award winning Neighborhood Ambassador volunteer participation program

Economic Development, Research & Implementation

- ▶ Manage development of digital marketing strategies including websites, social media strategies, content development and e-communications
- ▶ Develop and direct storyboards for economic development video production
- ▶ Authored Strategic Marketing Plans and managed implementation
- ▶ Conducted and analyzed market survey data, retail gap analysis, tourism research data and consumer behavior research data

Business Attraction & Retention

- ▶ Analyzed merchandise mix and available property in target areas
- ▶ Developed incentive programs to attract new businesses to target areas and to improve and retain target businesses
- ▶ Developed and implemented business communication strategies to educate business owners and enhance or improve their individual marketing strategies
- ▶ Created tailored marketing and communications strategies to promote opportunities to specific target audiences



LORENA LEDESMA

Project Manager, Licensed Real Estate
Sales Associate

Years of Experience

6

Areas of Expertise

- ▶ Market Analysis
- ▶ Business Attraction
- ▶ Data Collection, Research & Analysis
- ▶ Strategic Planning & Budgeting
- ▶ Social Media Marketing
- ▶ Event Planning & Coordination
- ▶ Business Development

Education

B.A. Political Science | University of Central
Florida

Additional Skills

- ▶ Fluent in English and Spanish
- ▶ Basic proficiency in French

Bio

Ms. Ledesma's knowledge of marketing and strategic planning stems from her background in economic development and property management, where she has experience in markets of various sizes and makeup, including Boca Raton, Gainesville, Lauderhill, Orlando, and Tuscaloosa. Her capacity to analyze and strategize further supplement her aptitude in business attraction and development, market analysis, public relations, advertising, and event planning.

Previously an Economic Development Coordinator for the City of Lauderhill, Ms. Ledesma collaborated with public and private entities to design and present projects before regional authorities and stakeholders for redevelopment and business attraction and retention. As related to economic development, her responsibilities included coordination with real estate and finance professionals, and conduct socioeconomic analysis for community programming.

During her time in property management, Ms. Ledesma was a Senior Area Leasing Consultant whose territory was comprised of three properties that totaled 1,000 units. She trained and managed leasing and marketing agents to maximize occupancy while maintaining profitability at six properties across two states.

At RMA, she examines market survey data, historical study and future projection of tourism, and consumer research data trends for analyses of economic viability. Ms. Ledesma also coordinates tasks pertaining to marketing, from branding to communications. In 2022, she acquired her Florida Real Estate Sales Associate license.

Professional Affiliations

- ▶ Florida Redevelopment Association
- ▶ Greater Fort Lauderdale Alliance

Visioning & Placemaking

- ▶ North Miami Beach, FL | Branding & Marketing Strategic Planning
- ▶ Fort Myers Beach, FL | Community Branding & Marketing Plan
- ▶ Pompano Beach, FL | McNab Park Botanical Gardens Redevelopment and House Restoration
- ▶ Wilton Manors, FL | Marketing and Branding Strategic Plan

Business Attraction & Retention

- ▶ Lauderhill, FL | Developed loan program to attract new businesses to redevelopment districts and to improve and retain target businesses

Economic Development & Research

- ▶ Lauderhill, FL | Micro Loan Program; Commercial Property Improvement Program
- ▶ North Miami Beach, FL | Strategic Marketing Plan: Examined market survey data, historical study/future projection of tourism and consumer research data trends; analysis of net economic retention
- ▶ Fort Myers Beach, FL | Strategic Marketing Plan: Examined market survey data, historical study/future projection of tourism and consumer research data trends; analysis of net economic retention
- ▶ Sunrise, FL | Market Analysis and Site Redevelopment Analysis
- ▶ Pembroke Pines, FL | Economic Development Strategic Plan Update

Event Planning

- ▶ Lauderhill, FL | Jazz Under the Stars; Lauderhill Beer-B-Q; Empowerment Series; State of 38th Mixer; Living My Best Life seminars

CRA Management

- ▶ North Miami Beach, FL | CRA Management and Support Staffing



SANDRA DOVALE

President,
VUP Media

Bio

As the CEO of VUP Media, Sandra DoVale, brings extensive experience in state government, tourism, and destination marketing. This experience has honed her ability to craft and execute advertising strategies that captivate audiences and drive engagement for these segments.

Sandra's approach is characterized by a meticulous analysis of market trends and audience behaviors, enabling her to design media plans that maximize reach and impact. Her leadership at VUP Media has seen the agency pioneer innovative advertising solutions that blend creativity with analytics, resulting in campaigns that not only tell a story but also deliver measurable results.

With a career marked by transformative campaigns for tourism and destination marketing, including her impactful work with many of South Florida's CRAs and downtowns, Sandra has a proven track record of elevating destinations through strategic marketing initiatives. Her expertise in orchestrating events like Savor the Avenue and Fashion Week, which consistently sell out and raise significant funds for non-profit organizations, underscores her ability to turn events into landmark successes.

At VUP Media, Sandra's focus on strategic paid media planning for Lake Park will involve leveraging both digital and traditional platforms to create a unified and powerful advertising presence. Her commitment to excellence and her passion for storytelling are the driving forces behind her strategy, ensuring that campaigns will not only reach but resonate with their intended audience, driving success and setting new industry standards.

Experience

- ▶ Delray Beach DDA
- ▶ Boynton Beach CRA
- ▶ West Palm Beach CRA
- ▶ Dania Beach CRA
- ▶ Pompano Beach CRA
- ▶ Pompano Beach Arts
- ▶ Thrivent Financial
- ▶ Arts Garage
- ▶ Old School Square
- ▶ Achievement Center
- ▶ United Way
- ▶ URI Foundation
- ▶ Polaris MEP
- ▶ TPI Housing & Property Management



MICHELLE OPRISI
Graphic Designer/Photographer

Years of Experience
15

Areas of Expertise

- ▶ Graphic Design
- ▶ Photography
- ▶ Web Design
- ▶ Branding
- ▶ Marketing
- ▶ Proposals

Education
B.S. | Art Institute of Fort Lauderdale

Bio

Ms. Oprisi is a creative marketing and business development specialist with a diversified portfolio. Michelle is responsible for developing ideas, coordinating projects and proposal execution. She is an experienced photographer, graphic designer and award winning artist, that has been published locally, nationally and internationally.

Graphic Design

- ▶ Downtown North Miami, Marketing Campaign
- ▶ Downtown North Miami, Brand Standards
- ▶ Sumter County Proposal
- ▶ Dania Beach Arts & Seafood Celebration, Sponsorship Package
- ▶ City of Margate CRA, Annual Report
- ▶ City of Margate CRA, In The BIZ
- ▶ City of Lauderhill, GO Bond Campaign
- ▶ Fort Lauderdale, Banner Stand
- ▶ RMA Website & Brand Design

Photography

- ▶ Mount Dora Grandview District
- ▶ Dania Beach Arts & Seafood Celebration
- ▶ Dania Beach Website
- ▶ City of Margate CRA
- ▶ Pompano Beach
- ▶ RMA Website & Proposals
- ▶ West Palm Beach
- ▶ North Miami



GREGORY DILLARD
Digital Media Director

Years of Experience
15

Areas of Expertise

- ▶ Cinematographer
- ▶ Motion Designer
- ▶ Brand Development
- ▶ Steadicam Operator
- ▶ Specialties: After Effects, Cinema 4D, Final Cut Studio, Photoshop, Illustrator, MOCHA, MONET, MOKEY, MOTOR

Education
Palm Beach Community College

Bio

Gregory Dillard has great perspective. Our film and video virtuoso spends his days experimenting with angles, aspects and attitudes on his trusty Steadicam, RONIN, Aerial Cinematography, motion graphics, editor and as a director. The result? Brilliant videos and creamy, dreamy television spots that capture the essence of an event, client culture, or product message in masterful and most unforgettable ways.

Greg has almost as much fun in post-production as he has in the field creating and capturing the money-shot moments that define his work, which is a brilliant blend of technical expertise and his remarkable artistic sensibility. His work is crisp, modern and memorable - designed to reach and resonate with today's demanding audiences. He has a particular taste and talent for capturing mouth-watering footage of food that will make you hungry for more of his work. Lyrical, high-speed slo-mo or multi-cam action, Greg is the maestro that orchestrates the elements that make up his masterful work.

<http://www.grapeseeker.tv/>
<http://www.vimeo.com/grapeseeker>

RMA and Grapeseeker have worked together on many municipal client projects over the years, some examples are included in this submittal.



SHERRA SEWELL
All the Rage Marketing
Creative Director

Bio

Sherra's journey in the world of marketing and promotions is a testament to the power of childhood dreams fueling a lifelong career. From her early fascination with the creative promotions found in cereal boxes, Sherra has risen to become a force in the industry, working with giants like Kellogg's, Coca-Cola, and Church's Fried Chicken.

Her academic foundation in Communications from UT Knoxville laid the groundwork for a career that would see her managing a substantial \$1.5 million promotions budget, overseeing the production of collateral and state-of-the-art signage, and purchasing promotional products that propelled brand messages into the public eye.

For the past two decades, Sherra's collaboration with RMA has been instrumental in crafting impactful community events and brands, particularly in destination marketing and CRA marketing. Her strategic vision and creative acumen have left an indelible mark on the industry.

Experience

- ▶ Board Chair, Cancer Alliance of Help and Hope (Five-year event chair for City Lights for Life)
- ▶ Board Member, Business to Business for Women
- ▶ Past Chair, Council Member, Small Business Advisory Council, Northern Palm Beach County Chamber
- ▶ Volunteer Steering Committee (23 years) ArtiGras Fine Arts Festival
- ▶ Palm Beach County Medical Society "Heroes in Medicine" Steering Committee
- ▶ Habitat for Humanity of Palm Beach County Golf Volunteer



STEWART AUVILLE
Standing Ovations
Event Manager

Years of Experience
20+

Areas of Expertise
▶ Event Planning

Education
B.A. | Lees-McRae College, North Carolina

Bio

Contractor of Operations, Logistics, Marketing and overall Special Event Coordination for several leading Outdoor South Florida Festivals such as ArtiGras, ArtFest by the Sea, Loggerhead Triathlon, Boynton Beach Haunted Pirate Fest & Mermaid Splash, and Dania Beach Art & Seafood Festival. Stewart is also well-versed in CRA specific event strategy and compliance, providing services alongside RMA to the West Palm Beach CRA and the Pompano Beach CRA for over a decade.

Experience

- ▶ SunFest of Palm Beach County, Inc.
- ▶ City of West Palm Beach, Mayor's Office Community Events Coordinator
- ▶ City of West Palm Beach, Mayor's Office Community Events Specialist
- ▶ City of Boynton Beach, Recreation Department Recreation Specialist
- ▶ City of Plantation, Recreation Department Recreation Leader Specialist



TODD MAYFIELD
Principal & Group Creative
Director
AVIA DESIGN GROUP, INC.

Years of Experience
35

- Areas of Expertise**
- ▶ Destination Marketing
 - ▶ Place Branding
 - ▶ City Wayfinding
 - ▶ Product Development
 - ▶ Video Production
 - ▶ Event Acquisition
 - ▶ Illustration

Education
BFA Design | University of Hawaii

Bio
Todd has earned numerous awards for design excellence and profound respect among his constituents. He is an accomplished fine artist, illustrator and published author. His work has been featured in national publications and books such as Print Magazine, Signs of the Times and American Corporate Identity. He was featured in an on-line interview by the European-based Place-brand Observer and now serves on their expert panel.

Prior to opening Avia Design Group, Todd was the Creative Director for Nth Degree in Georgia where he provided design direction for large events and trade shows. While there, he designed audience acquisition campaigns and event graphics for high-profile companies such as Qualcomm, Intel, Kyocera, Hot Jobs, Mohawk and Pfizer.

Previously, he served as the Design Director for the Douglas Group in Washington, DC where he headed branding, wayfinding and interpretive projects for clients such as the US Capitol (DC), the US National Arboretum (DC), the City of Rockville (MD), the Ronald Reagan Building (DC), Marriott Hotels and Ritz-Carlton.



CAROLYN J. FEIMSTER, CRX, CMD
Tourism Specialist

Years of Experience
35+

- Areas of Expertise**
- ▶ International & Domestic Tourism Development
 - ▶ Marketing Strategies, Plans & Implementation
 - ▶ Business Development
 - ▶ Tourism & Marketing Seminars, Training & Panels

Education
B.S. | University of Florida

- Certifications**
- ▶ CRX – Certified Retail Property Executive from the International Council of Shopping Centers
 - ▶ CMD – Certified Shopping Center Marketing Director from the International Council of Shopping Centers

Bio
Carolyn J. Feimster, CRX, CMD, is the President of CJF Marketing International, an international and domestic tourism consulting company with offices in Hollywood, Florida, and North Brunswick, New Jersey. The company's primary focus is on developing results-oriented programs to enhance the tourism development, marketing, business development, customer service, and retail productivity of shopping centers, cities, downtown retail districts and other commercial properties, attractions and organizations.

RMA is including Carolyn Feimster as a resource if needed. She is a long-standing RMA strategic partner and serves on the University of Florida, Eric Friedheim Tourism Institute Advisory Board.



AWARDS

The Roy F. Kenzie Awards celebrate the most innovative and effective redevelopment programs in Florida and are awarded annually in 14 categories by the Florida Redevelopment Association (FRA).

2022

- ▶ **North Miami Beach CRA:** Roy F. Kenzie Award; Cultural Enhancement; NMB Banners Brochures and Bites Boost Business

2021

- ▶ **Pompano Beach CRA:** Roy F. Kenzie Award; “Out of the Box”; McNab House Restaurant and Botanical Gardens

2020

- ▶ **West Palm Beach CRA:** Roy F. Kenzie Award; Cultural Enhancement and FRA President’s Award
- ▶ **West Palm Beach CRA:** Roy F. Kenzie Award; Capital Projects/Infrastructure
- ▶ **RMA/City of Deltona:** Roy F. Kenzie Award; Management Programs and Creative Partnerships

2019

- ▶ **(CFCAR) Central Florida Commercial Association of Realtors Hallmark Award; Deal of the Year;** Deltona, FL Property Sale of \$13.2 Million

2018

- ▶ **Pompano Beach CRA:** Roy F. Kenzie Award; Promotion; Downtown Innovation District

2017

- ▶ **Margate CRA:** Roy F. Kenzie Award; Promotion; Margate Under the Moon
- ▶ **North Miami:** Roy F. Kenzie Award; Planning Studies; Downtown Strategic Marketing Plan

2016

- ▶ **Pompano Beach CRA:** Roy F. Kenzie Award; Management Programs/ Creative Partnerships; Turner School of Construction Management
- ▶ **West Palm Beach CRA:** Roy F. Kenzie Award; “Out of the Box” Award; Lot 23 Artist Program
- ▶ **Margate CRA:** Roy F. Kenzie Award; Annual Report

2015

- ▶ **Pompano Beach CRA;** Roy F. Kenzie Award; Outstanding New Building Project; 731 Retail Shoppes
- ▶ **American Planning Association Florida Award of Merit;** Comprehensive Plan – Small Jurisdiction Category; City of North Miami Beach

2014-2017

- ▶ **Florida Festivals & Events (FFEA):** 52 awards for West Palm Beach CRA, Pompano Beach CRA, Dania Beach CRA, Margate CRA, and Oakland Park CRA

2014

- ▶ **Pompano Beach CRA;** Roy F. Kenzie Award; Planning Studies; Downtown Pompano Overlay District
- ▶ **Urban Land Institute Southeast FL/Caribbean Area Vision Award Finalist;** Project of the Year; Pompano Beach Streetscape and Dune Enhancement
- ▶ **Pompano Beach CRA:** Roy F. Kenzie Award; Creative Organizational Development & Funding; East CRA Parking Management

2013

- ▶ **Pompano Beach CRA:** Roy F. Kenzie Award; Management Programs and Creative Partnerships; CRA Business Resource Center

2012

- ▶ **Dania Beach CRA:** Roy F. Kenzie Award; Cultural Enhancement
- ▶ **Pompano Beach CRA:** Roy F. Kenzie Award; Planning Studies; Downtown Pompano Transit Oriented Corridor

2011

- ▶ **Dania Beach CRA:** Roy F. Kenzie Award; Marketing



PROJECT EXAMPLES

FORT MYERS BEACH

Community Branding &
Marketing Plan

Agency

Town of Fort Myers Beach, FL

Contact

Roger Hernstadt
Former City Manager

Performance Period

2019-2020

Services Provided

- ▶ Market Highlights Assessment Report & Strategic Communications Plan
- ▶ Brand Standards Manual
- ▶ Marketing, Communications & Brand Implementation
- ▶ Social Media Curation
- ▶ Brand Application Templates
- ▶ Marketing & Ad Campaign/Collateral

ISSUE

The Town of Fort Myers Beach is a small community of 6,989 residents along a 7-mile barrier island off the west coast of Florida. Between October and March of every year, the volume of occupants swells ten times as large, turning it into one of the busiest beachside areas, yet visitors often confuse the island with its neighbor, Fort Myers. A community very intent to make others feel welcome, the laid back, be-yourself atmosphere was palpable but under-promoted and under-appreciated by larger tourism organizations. The Town's communication channels lacked a uniform theme and the narratives were primarily left to its close-knit partial and full-time residents. During the off-season months, the population drops by over 90%. The Town of Fort Myers Beach hired RMA to tie the character into a refreshed logo and compose a plan for marketing and branding.

STRATEGY

RMA sought to understand the current position of the Town of Fort Myers Beach by collecting information first-hand as well as online data and metrics. We conducted one-on-one interviews with members of the Town Council, Committee and Agency directors, and the Chamber of Commerce, and also invited the Town's residents to a four-hour open house. Both settings allowed those whom we met to share their current impressions and their desires for the reputation of the Town of Fort Myers Beach. To supplement the meetings, our online research provided another layer of insight to the community, particularly psychographics and demographics.

Having gathered input from the stakeholders and built a socioeconomic profile of the Town, RMA had the frame for bridging the long-term objectives with immediately applicable tasks. The findings were critical to determine the engagement opportunities to people local and afar, which in turn drive the sustainability of the local economy and deliberately distinguish itself from surrounding communities throughout the year.

OUTCOME

The Town of Fort Myers Beach now has a new, fresh logo and campaign strategy. Within the Brand Standards Manual, we elaborated on the experience and personality of Fort Myers Beach. With a signature color palette, we provided logo variations so that the Town would have the flexibility to use an icon, core logo, and logo offshoots based on the campaign. The Council reached unanimous consensus for the logo and accompanying campaigns, then promptly completed trademarking its logo. RMA delivered the applications for embroidery, stationery, and marketing campaign templates. RMA was contracted to continue services for implementation and support for Social Media communications and marketing throughout 2020 and also delivered wayfinding sign designs.

Logo Design



Brand Strategy & Standards Manual



Social Media Branding



Stationery Package



NORTH MIAMI BEACH

Branding & Marketing
Strategic Planning

Agency

City of North Miami Beach, FL

Contact

Horace McHugh

Former Assistant City Manager

Phone: 954-940-1972

Joann Milord Former CRA Director

Performance Period

2018-2020

CRA Consulting 2020 -Present

Services Provided

- ▶ Market and Situation Analysis Report
- ▶ Strategic Marketing and Brand Plan
- ▶ Brand Standards Guide
- ▶ Brand Application Templates
- ▶ Marketing and Ad Campaign and Collateral

ISSUE

The City of North Miami Beach encountered challenges in distinguishing itself from broader northern Miami-Dade County and from the City of North Miami. Due to its jagged city boundaries, areas of pride were mis-attributed to other nearby cities. Combined with the detriment of ambiguous identification, the City was not realizing its market share of potential tourism spending in the same capacity that neighboring cities would see. The residents, business and property owners generally did not view North Miami Beach as a primary source of information, which led to a broader sense of disconnection.

STRATEGY

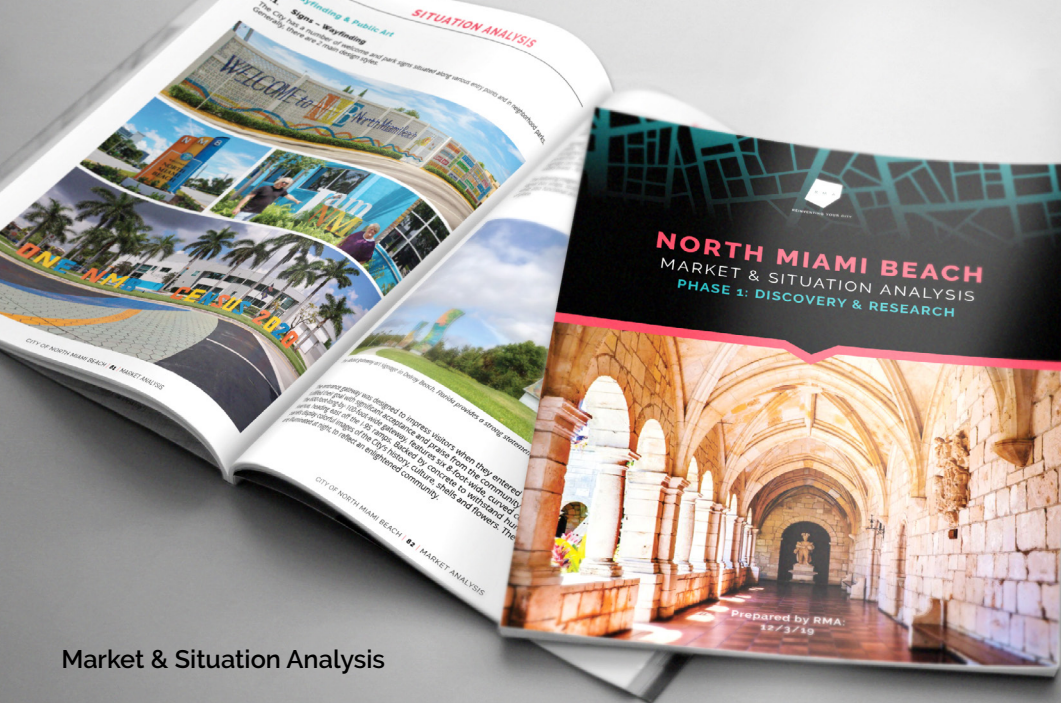
North Miami Beach engaged RMA to answer the question, “Who Are We” and to develop a Branding and Marketing Strategic Plan and brand update to showcase itself and veer away from being a “drive-through” city. RMA developed a multi-phased marketing and communications work plan for a variety of target audiences including residents, tourists, site selectors, new businesses, investors, etc. The process included stakeholder and community meetings, research, brand/perception analysis, web-based marketing evaluation including social media channels, creative services, strategic planning and collateral development.

RMA conducted an analysis to examine the retail, housing, workforce and industry market situation along with socioeconomic trends and demographic and psychographic profiles. Additional information was gleaned from meetings with Commissioners and online surveys for residents and business owners. After evaluation of the collected input, we were able to develop a framework and provide communications strategies and creative concepts that accurately mirrored the community makeup and opportunities.

The resulting Strategic Marketing and Brand Plan alongside the Brand Standards Guide provided practical tactics that took into consideration North Miami Beach’s initiatives for distinction from neighboring towns, increased community engagement, investment attraction, tourism promotion, and business recruitment.

OUTCOME

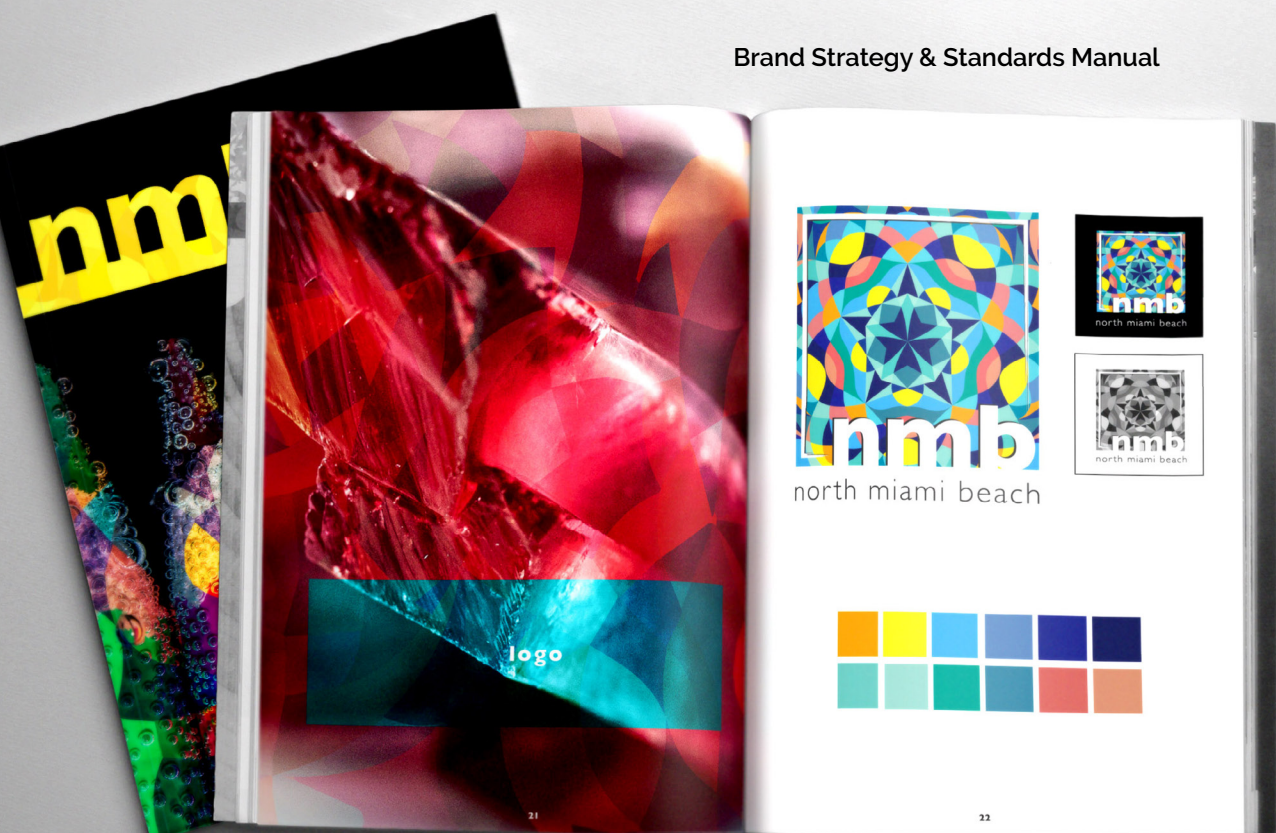
The City of North Miami Beach adopted the Strategic Marketing Plan and its CRA launched the branding and positioning strategies in target districts. The concept of a multi-colored, multi-faceted kaleidoscope was used to exemplify the economically balanced and equally diverse city. RMA conducted a week-long photoshoot capturing the real people and experience of North Miami Beach illustrating the city’s attributes of “Serene Nature, Urban Adventure, Culturally Connected and Distinctly Diverse” features. RMA designed light pole banners for each district using the photography and marketing collateral, e-newsletters, and social media posts were designed to follow the standard brand guidelines. RMA continues to provide consulting and project management services to the City’s Community Redevelopment Agency.



Market & Situation Analysis



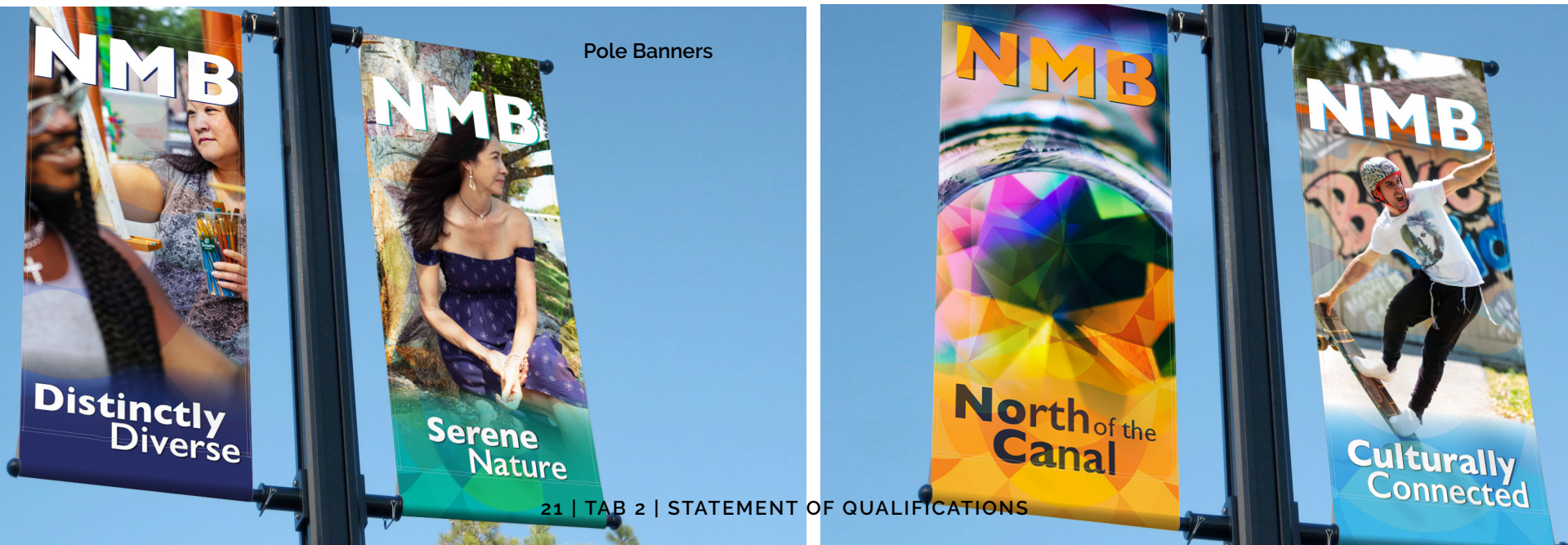
Strategic Marketing & Brand Plan



Brand Strategy & Standards Manual



Collateral Samples



Pole Banners

WILTON MANORS

Marketing and Branding Strategic Plan

Agency

Wilton Manors, FL

Contact

Kimberley Allonce Former
Economic Development Director
Phone: 678-237-2967

Performance Period

2014 – 2022

Services Provided

- ▶ Market & Real Estate Analysis
- ▶ Brand Development & Corridor Positioning
- ▶ Corridor Specific Strategic Plan

ISSUE

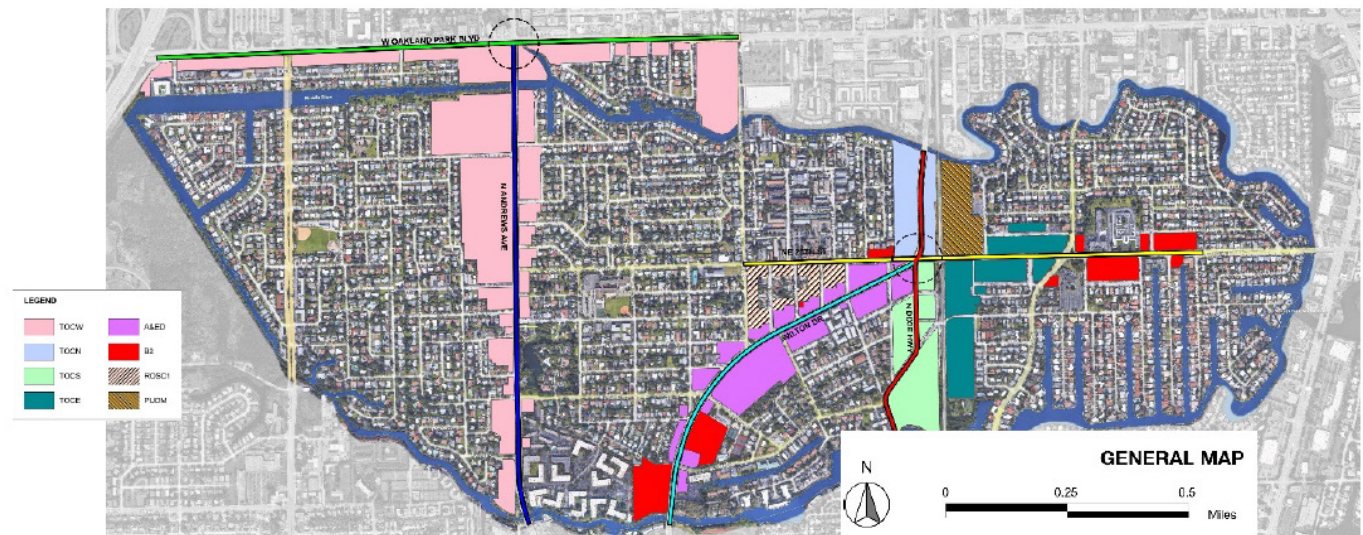
The City of Wilton Manors had an Economic Development Strategic Plan that formed the basis of the City's economic development efforts. The objective of the Economic Development Strategic Plan is to promote the City as an attractive place for businesses to locate. Specifically, business retention, growth, and expansion while protecting and maintaining the quality of life in this beautiful, historic city was of great importance. The challenge Wilton Manors was facing is much like the challenges of most cities today. Some areas are thriving while other areas are struggling to capture attention and investment. Identifying the barriers and evaluating what the government can and cannot control or influence is imperative to move a place forward. The five commercial corridors identified to be positioned for growth included Oakland Park Boulevard, Andrews Avenue, NE 26th Street, Dixie Highway, and Wilton Drive.

STRATEGY

RMA was retained by the City of Wilton Manors to analyze the market and real estate opportunity to develop a marketing and branding strategy for the five major commercial corridors within the City. This project was part of the State of Florida's Department of Economic Development's Incentive Program.

In addition to traditional market and real estate analysis research, RMA conducted one-on-one, focus group and community engagement meetings to gain insight about the potential for each corridor beyond what the data simply illustrated.

WiltonNEXT Commercial Corridors Map



OUTCOME

RMA delivered a comprehensive market and real estate analysis with specific recommendations for each commercial corridor, a strategic marketing plan with a workplan matrix prioritizing tasks and budget, and corridor specific icons and descriptive marketing content for each corridor. The deliverables also included a brand style guide for use in all future marketing initiatives to maintain consistency in color, font and descriptive content. The new brand icons were designed to compliment the City's existing branding as well as the long-standing Wilton Drive Improvement District logo.



Marketing & Branding Recommendations



Brand Standards





RMA worked with Todd Mayfield who developed the citywide wayfinding designs to ensure that the new corridor icons could be incorporated into the wayfinding system.

NORTH MIAMI

CRA Plan Update &
Strategic Marketing Plan &
Implementation & Downtown
and CRA Agency Branding

Agency

Community Redevelopment
Agency (NMCRA)
North Miami, FL

Contact

Rasha Comeau Former CRA
Director
Phone: 305-915-2892

Performance Period

2015 – 2018

Services Provided

- ▶ Creation and Implementation of Strategic Marketing Plan
- ▶ Marketing/Branding/PR
- ▶ Graphic Design/Collateral Development
- ▶ Website Development & Management
- ▶ Project Management

ISSUE

Downtown North Miami lacked a unified image and was suffering from the absence of a clearly defined identity, brand and message. In addition, the North Miami Community Redevelopment Agency (NMCRA) did not have any specific marketing, branding and public relations programs for the Downtown, making it difficult to reposition the district, attract new targeted business, retain current businesses and improve the quality of place. With the amendment to the CRA plan in 2015 (conducted by RMA), there were several initiatives outlined that required comprehensive marketing strategies to achieve the desired goals. Current data and analysis presented a clear picture that North Miami was primed and ready for a bright, strategically positioned future. The NMCRA hired RMA to create and implement a strategic marketing plan that focused on the process of branding and positioning the downtown based on market potential, existing downtown assets, and stakeholder input.

While this engagement for strategic planning and implementation was completed just over 5 years ago, RMA would like to submit this example since the CRA Marketing Plan won the prestigious Roy F. Kenzie Award for Planning Studies.

STRATEGY

In order to make Downtown North Miami more vibrant and exciting, additional new businesses needed to be attracted to the area and visitors needed to feel welcomed and engaged. The strategic marketing plan that RMA created focuses on activities to attract new target businesses to the district, attract developers and investors, engage the current customer base and attract new visitors by promoting incentive and security programs, launching advertising, public relations and digital media campaigns and developing special events that support the downtown brand and grow business. The physical environment is also being addressed through streetscape and façade improvements and these improvement projects and timelines will be shared with residents and businesses. The NMCRA and RMA identified and actively engaged stakeholders in the process and achieved consensus on major elements.

OUTCOME

- ▶ A City of North Miami Commissioner stated that it was the first time ever that a strategic plan was “doable” and the goals written were achievable.
- ▶ The Marketing Plan contained a step-by-step tactical action plan that set the priorities for Downtown North Miami in a realistic way that was readily implementable.
- ▶ The Downtown NoMi Strategic Marketing Plan won the Florida Redevelopment Association’s 2017 Roy F. Kenzie award for Planning Studies.
- ▶ A downtown logo and tagline (To NoMi is to Love Me) were adopted that illustrated the underlying themes of a rich, diverse, cultural experience and vision for the Downtown. A complimentary North Miami CRA logo and new CRA website were also developed. Both logos and branding strategies complimented the City’s logo and brand.
- ▶ A Brand Standards Manual was adopted to inspire and outline the brand and define the photographic style and primary message.
- ▶ Since the plan is so well-defined and clear, the NMCRA could independently begin immediately implementing certain objectives, while other initiatives were implemented jointly by the NMCRA and RMA. Initial projects included a Downtown NoMi walkers guide, new CRA and Downtown NoMi lifestyle branded light pole banners – utilizing photographs of real downtown people, places and things.

**RMA and the City of North Miami won the FRA,
Roy F. Kenzie Award:** Planning Studies - Downtown
North Miami Strategic Marketing Plan





Downtown Logos & Design Elements



To
NoMi is to
 Love Me



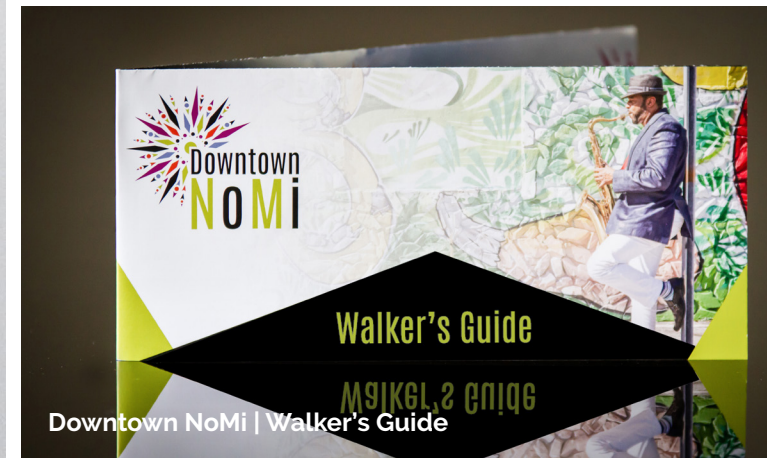
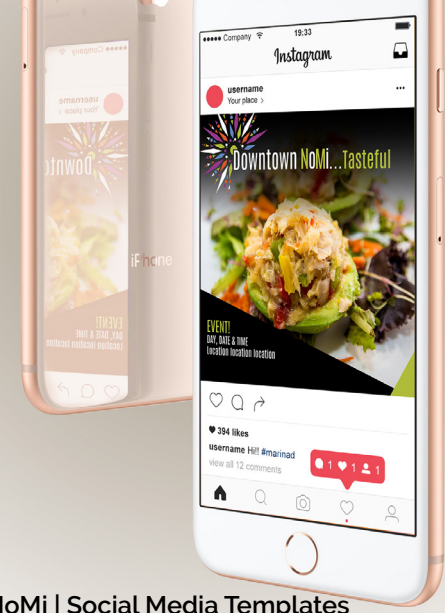


Light Pole Banners





Downtown NoMi | Social Media Templates



Downtown NoMi | Walker's Guide

Downtown NoMi | Flyers



Stage Banner for Brand Unveiling



Miami Herald Press Coverage

Breweries, live music and a new slogan: How North Miami is hoping to change its image

BY AARON LEIBOWITZ

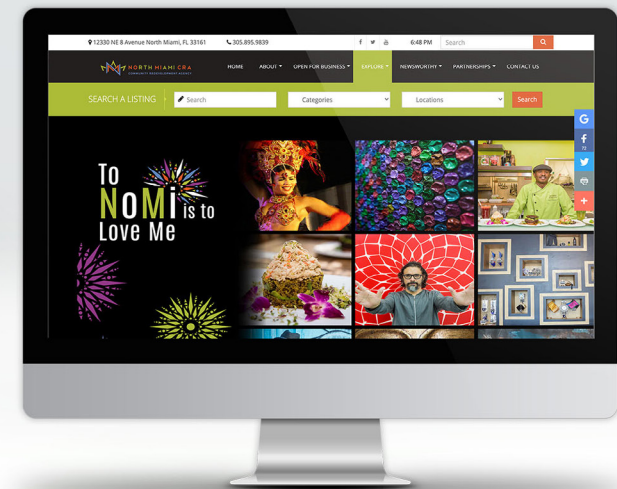
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CRA Website Design



Downtown NoMi Website Design



DELRAY BEACH DDA

Website Development, Enhancement, & Management

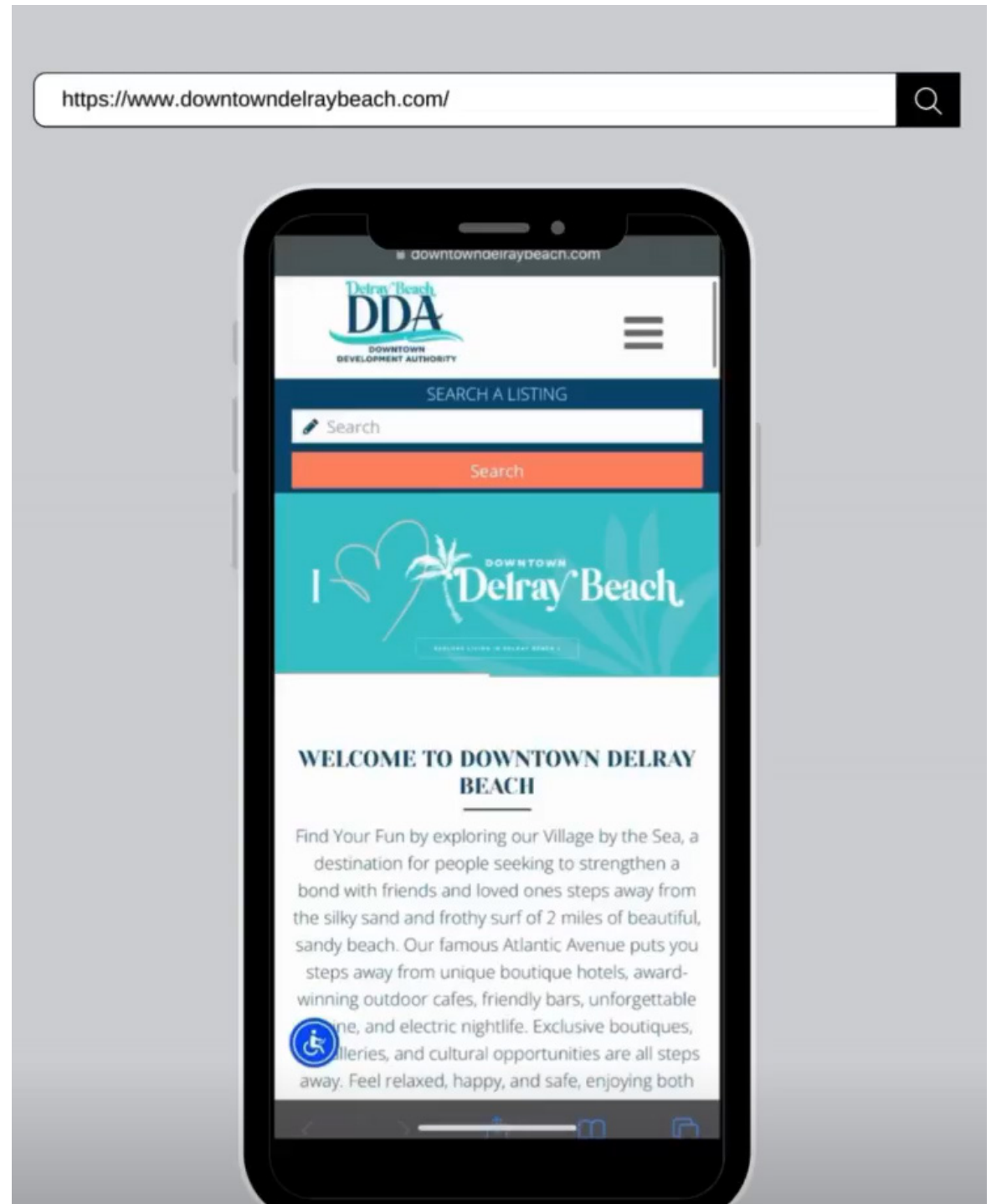
Our goal was to:

1. Original build and architect the website
2. Provide a better UX for stakeholders to find information
3. Allow exposure for businesses in the district to have a digital presence.

Services provided:

Web development, website management, web hosting

A robust website showcasing all of the businesses, events, and information related to the downtown. Each business features its own (manageable) page to add in highlights, images, videos, descriptions and more). The site today actualizes over 500,000 visitors annually has earned major presence and SEO value worth \$500,000+ annually and growing.





DOWNTOWN DELRAY BEACH

Tourism Marketing Campaign

Our goal was to:

1. Build awareness in drive and fly markets
2. Create content strategy & produce
3. Create advertising plan & implement | manage

Services provided:

Video production, digital advertising, campaign management, social media paid marketing



Making Impressions

DOWNTOWNDELRAYBEACH.COM
598,473 website visitors
1,076,565 web page views

FACEBOOK | TWITTER | INSTAGRAM
113.5K followers

SOCIAL MEDIA IMPRESSIONS
7,317,844

PRINT AUDIENCE
2,820,907

UNIQUE VISITORS PER MONTH
34,206,000

PR MEDIA IMPRESSIONS
100M

PR MEDIA PLACEMENTS
529

OVERALL IMPACT
\$20 Million



DOWNTOWN DELRAY BEACH

Event Campaigns

Our goal was to:

1. Brand the destination
2. Increase attendance at signature events
3. Drive more revenue to retailers and restaurants

Services provided:

Event marketing, digital and traditional paid advertising, creative and content production, reporting analytics

Video production, digital advertising, campaign management, social media paid marketing

Sold out ticketed events for Downtown Delray Beach's signature events: Fashion Week and Savor the Avenue for the last 4 years. Retailers and restaurants/bars saw a lift in sales during each event and weeks following the events as a direct result of the promotion of the events and the events themselves.





BOYNTON BEACH CRA

Video Content Production & Social Media

Produce authentic video content of each of the CRA's businesses, areas of attraction, and programs to promote awareness, invite to live, work, and play, and encourage economic growth in the district.

The video content was used for social media promotions, organic social marketing, as well as on you tube and the CRA's website.

Services provided:

Production, creative services, content strategy





Russian River, CA Branding & Wayfinding

Avia teamed up with Great Destination Strategies to develop a brand for the Russian River Resort area which includes 3 unincorporated towns and several small hamlets.

The project included complete market research, competitor analytics, stakeholder interviews, public workshops, conceptual testing and, ultimately, a regional wayfinding system.

The resulting brand was developed to promote the region as a get-away destination for rejuvenation and wellness.





Hudson County, NJ Branding & Video Production

Hudson County in New Jersey is home to 12 cities that are culturally diverse, millennial aware, hip and progressive.

The Hudson County Cultural & Heritage Affairs marketing team approached Bill Baker to develop a brand that captured these attributes while elevating the area as a desirable place to live, work and play—an attractive alternate to New York City, specifically Manhattan.

Bill and Avia worked together to create a brand that promotes the county's mosaic of diverse neighborhoods, progressive attitude and proximity to Ellis Island and the Statue of Liberty.

A strategic brand blueprint preceded the design of a logo, tagline, visual communications and an articulated brand style guide.

Recently, Avia reengaged with HCCHA to produce a series of tourism videos. The 2 minute version and the 30 second ad can be seen on aviadg.com





ADDITIONAL WORK EXAMPLES

WEST PALM BEACH



West Palm Beach | Sponsorship Guide



West Palm Beach | Signage

West Palm Beach | Poster



West Palm Beach | Mailer



West Palm Beach | Social Media



WEST PALM BEACH

Real Estate Cut Sheets



FANTASY ISLAND RESTAURANT

311 N Sapodilla Avenue



Project Description:
Historic restoration of an existing historically designated building to house a restaurant and bar, Fantasy Island. The site is also owner occupied.

Goal:
Historic Restoration Project and finance of resident / business build-out to bring activity and vibrancy to the area.

Project Status:

UNDER DESIGN
UNDER APPROVAL
UNDER CONSTRUCTION
BUILT




Project Manager: Genia Baker | **Email:** gbaker@wpb.org | **Phone:** 561.822.1437
Real Estate Manager: Robert Trager | **Email:** rtrager@wpb.org | **Phone:** 561.822.1409

561.822.1550 | wpb.org/CRA | CRA@wpb.org



Lesson about...

CRA projects and opportunities in the Historic Northwest!

FIND YOUR *Rhythm* - EXPLORE YOUR *Roots* - LIVE YOUR *Destiny*



- 311 N Sapodilla Ave / Fantasy Island Restaurant
- 708 3rd St / Historic Preservation
- 801 4th St / Mickens Moore Bed & Breakfast
- 6th & Division Ave / Augustus & Cherry Homes
- 610 Douglas Ave / Historic Restoration
- Tamarind Ave Streetscape
- 719 N Sapodilla Ave / Future Restaurant
- 618-638 7th St / The Styx & Styx Promenade
- 1031 N Sapodilla Ave / Historic Preservation
- 1020 N Tamarind Ave / Hamburger Haven

What is a CRA?

A Community Redevelopment Agency (CRA) is a dependent district established by City government for the purpose of carrying out redevelopment activities that include reducing or eliminating blight, improving the economic health of an area, and encouraging public and private investments in a CRA district. The CRA is governed by State Statutes, Chapter 163, Part III, The West Palm Beach Community Redevelopment Agency is funded through Tax Increment Financing (TIF).

The Mission of the West Palm Beach CRA is to foster and directly assist in the redevelopment of the Community Redevelopment Areas in order to eliminate blight, create a sustainable downtown and encourage economic growth, thus improving the attractiveness and quality of life for the benefit of the CRA Districts and the City of West Palm Beach as a whole.

Project Manager: Genia Baker | **Email:** gbaker@wpb.org | **Phone:** 561.822.1437
Real Estate Manager: Robert Trager | **Email:** rtrager@wpb.org | **Phone:** 561.822.1409

561.822.1550 | wpb.org/CRA | CRA@wpb.org



HISTORIC PRESERVATION

1031 N Sapodilla Avenue



Project Description:
Renovation of this 2,647 square foot historic home to become a duplex. The lot is 3,920 square feet.

Goal:
Historic preservation / renovation project for housing supporting the CRA's affordable housing initiatives.

Project Status:

UNDER DESIGN
UNDER APPROVAL
UNDER CONSTRUCTION
BUILT




Project Manager: Genia Baker | **Email:** gbaker@wpb.org | **Phone:** 561.822.1437
Real Estate Manager: Robert Trager | **Email:** rtrager@wpb.org | **Phone:** 561.822.1409

561.822.1550 | wpb.org/CRA | CRA@wpb.org



THE STYX & STYX PROMENADE

618 to 638 7th Street



Project Description:
This site is strategically located across from the new Heart & Soul Park and the Sunset Lounge. The project included the reconstruction of nine shotgun style buildings to house retail, service and eating establishments. Additionally, the project incorporated the alleyway behind the new buildings and 7th Street to create the Styx Promenade.

Goal:
Construct historically significant buildings to accommodate commercial business and provide property ownership opportunities in the Historic Northwest.

Project Status:

UNDER DESIGN
UNDER APPROVAL
UNDER CONSTRUCTION
BUILT




Project Manager: Genia Baker | **Email:** gbaker@wpb.org | **Phone:** 561.822.1437
Real Estate Manager: Robert Trager | **Email:** rtrager@wpb.org | **Phone:** 561.822.1409

561.822.1550 | wpb.org/CRA | CRA@wpb.org

BRANDING AND LOGO DEVELOPMENT

RMA provides consulting and implementation services to the City of Pompano Beach and its Community Redevelopment Agency. RMA's Director of Business Attraction & Marketing was tasked with developing a complimentary logo and campaign tagline for the City's new downtown development project. RMA worked alongside the City's Strategic Communications Administrator to create the new Downtown Pompano Beach, Cool Vibe - Warm Welcome logo and tagline and continues to implement this new brand throughout the Downtown and in strategic communications messages.





AGENCY PROGRESS

NIMBCRA Website Improvements

The NIMBCRA with its website vendor CivicPlus, have been hard at work updating each page of the CRA website. With detailed information about CRA projects in the works, private development, business resources and events, and incentive grant programs with new video promotions, the site is chock full of new information - and it's easier to navigate. We invite you to peruse the information and let us know if there is anything you, as the end-user, would suggest we add.

CRA Incentives



CRA Dollars at Work



CRA PARTNERSHIP AREAS



01

MONTHLY REPORT

NORTH MIAMI BEACH COMMUNITY REDEVELOPMENT AGENCY

February/March 2023
Monthly Report

NORTH MIAMI BEACH CRA NEWSLETTER

Branded monthly newsletter for digital and print distribution.

CRA ANNUAL REPORT AS A MARKETING TOOL

The Pompano Beach Community Redevelopment Agency creates an annual report per statutory requirement. The report contains detailed information about the Agency's project progress throughout the year along with budget information. The report features valuable information for marketing the redevelopment opportunities within the CRA districts, but lacks visual appeal for use as marketing collateral. RMA designed a magazine-style annual report to be printed and published online via Issuu to assist staff with disseminating information about CRA projects and opportunities to invest in the area. The Annual Report Magazine also includes newsletter stories that were published throughout the course of the year to further capture interest and "advertisements" as a call to action for readers to learn more about Pompano Beach.



LIGHT POLE BANNERS

Pompano Beach CRA Old Town and Downtown



CITY OF POMPANO BEACH MICRO-TRANSIT VEHICLE WRAP

Photography and Design

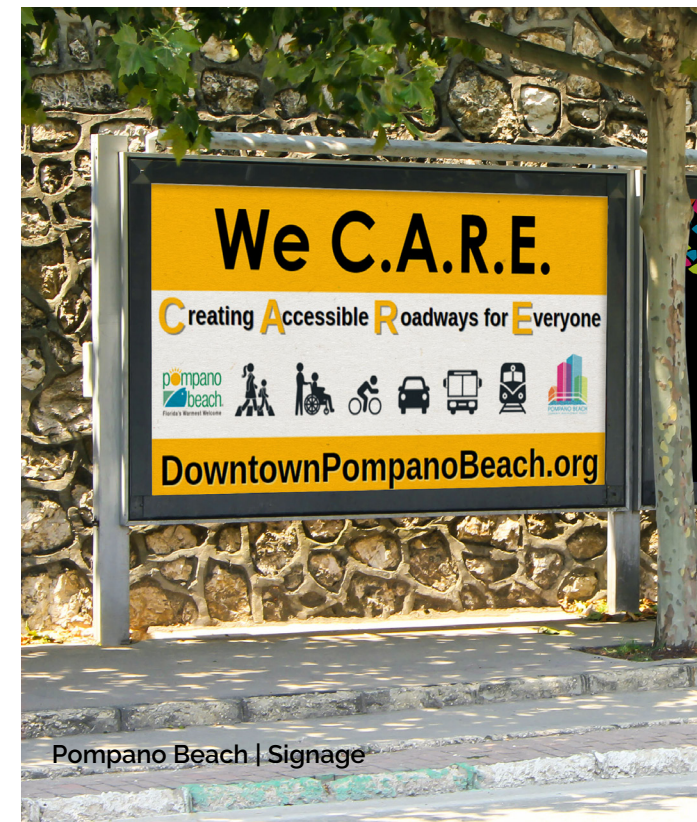


POMPAÑO BEACH CONSTRUCTION COMMUNICATIONS CAMPAIGN

The Pompano Beach Community Redevelopment Agency and the City of Pompano Beach were embarking upon a major road construction project in the center of what is envisioned to become their new "Downtown". RMA provides consulting and implementation services to the City's Strategic Communications Division and the CRA and through this collaborative effort, we developed the C.A.R.E. Campaign. As with any road construction and the inevitable disruption, it is important to educate citizens about the reasoning behind the project and the value it adds to the community. In this case, the campaign focuses on Creating Accessible Roadways for Everyone or C.A.R.E. with a messaging strategy that We (the City and CRA) CARE about safety for drivers, pedestrians, and cyclists. This particular roadway, in its condition prior to construction, had twice as many accidents as the Florida Department of Transportation deems "acceptable". The campaign included posters, flyers, banners, and video and was also used in public presentations.



Pompano Beach | Bi-Fold



Pompano Beach | Signage

POMPANO BEACH CRA MCNAB HOUSE AND BOTANICAL GARDENS PROJECT - VISION VIDEO

The RMA team collaborated with the CRA staff to develop a vision video for a catalyst project. Once the storyline was developed, the video shoot was conducted in multiple locations, each representing the feeling and essence of the elements planned for this important project. The video helped the CRA staff to build consensus about the redevelopment of this underutilized city park.



WEBSITE DESIGN AND DEVELOPMENT - DELRAY BEACH

Custom Web Design:

Our talented designers craft visually stunning websites that align with your brand identity. We prioritize user experience, ensuring seamless navigation and engagement.

Responsive Design:

Your website will look great on any device, from desktops to mobile phones.

We optimize layouts, images, and content for various screen sizes.

Search Engine Optimization (SEO):

Our experts integrate SEO best practices during development.

Expect improved visibility, organic traffic, and higher search engine rankings.

E-Commerce Solutions:

If you're selling products or services online, we build robust e-commerce platforms.

Secure payment gateways, inventory management, and user-friendly interfaces are our focus.

Content Management Systems (CMS):

We work with popular CMS platforms (WordPress, Drupal, Shopify) to empower you. Easily manage content, update pages, and add new features.

User Experience (UX) Design:

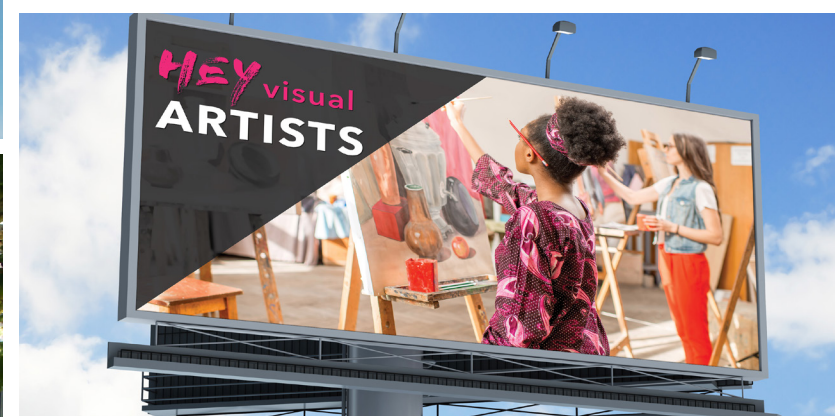
Intuitive interfaces enhance user satisfaction.

Our UX designers conduct usability testing to ensure optimal performance.

Project Management and Communication:

Clear communication is key. We keep you informed throughout the project.





VIDEOGRAPHY & PHOTOGRAPHY

RMA has extensive experience in providing and/or managing the professional photography/videography needs of our diverse clients. Our experience includes concept, scripting and copywriting, video field production, post production and duplication. We maintain a high standard of quality and utilize both in-house and contracted service providers that consistently exceed our client expectations.

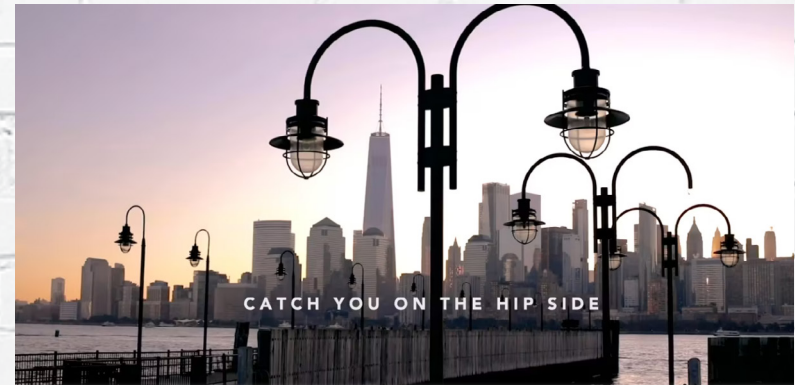
The RMA team has directed the production of multiple videos for various clients and projects, including:

- ▶ A vibrant “Welcome to Downtown NoMi” video for the City of North Miami/North Miami CRA
- ▶ Real Time Virtual Reality 3D animated video for the Pompano Beach “Downtown Innovation District”
- ▶ The North Miami Beach “State of the City” Economic Development video

The Innovation District video uses the latest, state-of-the-art 3D virtual animation to give the viewer a multi-dimensional vision of the possibilities in the Innovation District. RMA's Urban Design & Planning team created the 3D models of the potential build-out, with the videographer adding the creative, real-world experience that can be viewed on a screen or via a 3D app. Virtual navigation in real-time is similar to the experience of playing an open-world video game, as the user is free to explore anywhere within the bounds of the virtual world.

Some have said, “If a picture is worth a thousand words, then a video is worth a million.”

Hudson County



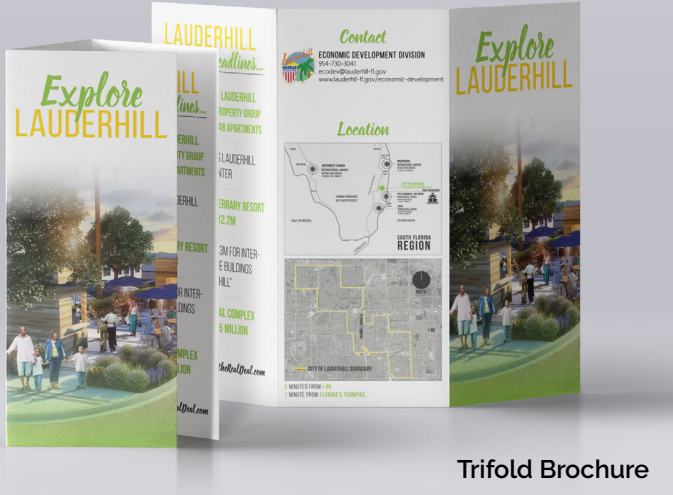
Pompano Beach | Innovation District



North Miami Beach | Economic Development Video



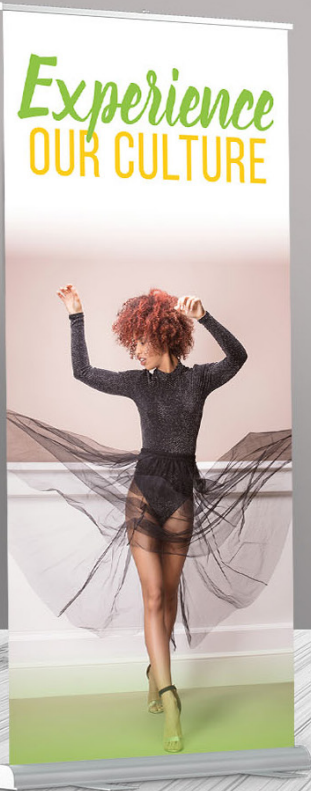
BRANDED TRADE SHOW COLLATERAL



Trifold Brochure



Roll-up Banner Set



Real Estate Flyers



REFERENCES

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

COMPANY NAME AND CONTACT NAME	ADDRESS CITY, STATE, ZIP PHONE & FAX NUMBER
1. City of Pompano Beach, FL	100 West Atlantic Blvd. Pompano Beach, FL 33060
Greg Harrison, City Manager	Date(s) Service Provided 2009 to Present PHONE: 954-786-4601 FAX:
2. City of North Miami, FL	776 NE 125 Street North Miami, FL 33161
Rasha Cameau, City Manger	Date(s) Service Provided 2014 to 2018 PHONE: 305-893-6511 FAX:
3. Delray Beach, FL	351 SE 1st Street Delray Beach, FL 33483
Laura Simon, Executive Director	Date(s) Service Provided 2011 to 2023 PHONE: 561-243-1077 FAX:
4.	
	Date(s) Service Provided to PHONE: FAX:

EXPERIENCE

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

Contract Name: Greenacres - Consulting Services for City Visioning & Strategic Action Plan

Address: 5800 Melaleuca Lane

Greenacres, FL 33463
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.	Andrea McCue	City Manager	(561) 642-2017	(561) 642-2004
2.			())	())
3.			())	())

DATE OF CONTRACT

Contract start date 9 / 1 / 2018 Contract expiration date 8 / 31 / 2019
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? can be renewed two (2) additional one (1) year terms

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

If yes, how many times? 2

For how long has the contract time been extended one (1) year terms each

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 \$ 95,000

Final Contract Amount \$ 95,000

EXPERIENCE

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

Contract Name: Downtown Kissimmee Community Redevelopment Agency (DKCRA) Brand Strategy

Address: 101 Church Street

Kissimmee, FL 34741
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. Benjamin Burnet	Redevelopment Planner	(407) 518-2584	()
2. Samia Singleton	CRA Manager	(407) 518-2587	()
3. Tom Tomerlin	Economic Dev. Director	(407) 518-2307	()

DATE OF CONTRACT

Contract start date 5 / 1 / 2024 Contract expiration date / / / New Contract
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? _____

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

If yes, how many times? _____

For how long has the contract time been extended _____

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

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

Starting Contract Amount \$ 89,695.00

Final Contract Amount Current

EXPERIENCE

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

Contract Name: North Miami Beach - Branding & Marketing Plan

Address: 17011 NE 19th Avenue

North Miami Beach, FL 33162
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.	Sharon Ragoonan	Former Assistant City Manager	(786) 489-5937	()
2.	Esmond Scott	Former City Manager	(305) 924-3113	()
3.			()	()

DATE OF CONTRACT

Contract start date 4 / 8 / 2019 Contract expiration date 4 / 8 / 2020
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? _____

However, RMA maintains a current CRA Contract w/NMB

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

If yes, how many times? _____

For how long has the contract time been extended _____

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

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

Starting Contract Amount \$ 95,000

Final Contract Amount \$ 95,000

EXPERIENCE

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

Contract Name: Wilton Manors - Market Analysis & Branding Strategy Study

Address: 2020 Wilton Drive

Wilton Manors, FL 33305
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. Kimberly Allonce	Economic Dev. Manager	(954) 390-2102	(954) 390-2199
2. Pamela Landi	Assistant City Manager	(954) 390-2103	(954) 390-2199
3.		() ()	() ()

DATE OF CONTRACT

Contract start date 11 / 9 / 2021 Contract expiration date 11 / 8 / 2022
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? _____

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

If yes, how many times? _____

For how long has the contract time been extended _____

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

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

Starting Contract Amount \$ 74,500

Final Contract Amount \$ 74,500

EXPERIENCE

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

Contract Name: St. Cloud - CRA Consulting Services

Address: 1300 9th Street

St. Cloud, FL 34769
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.	Antranette Forbes	Economic Development Director	(407) 957-7234	()
2.			()	()
3.			()	()

DATE OF CONTRACT

Contract start date: 9 / 24 / 2021

Contract expiration date 5 / 5 / 2023
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? extend the term for the first of up to two additional one-year periods

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

If yes, how many times? 2 times

For how long has the contract time been extended 2 years (1st time 5/5/2023 and 2nd time 5/5/2024)

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 Annually

Final Contract Amount \$ 50,000 Annually

EXPERIENCE

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

Contract Name: Sumter County - Economic Dev. Plan & Marketing Plan Update

Address: 7375 Powell Road

Wildwood FL 34785
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.	Kristy Russell	Acting Economic Development Director	(352) 689-4400	()
2.			()	()
3.			()	()

DATE OF CONTRACT

Contract start date 12 / 30 / 2017 Contract expiration date / / / ongoing
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? 5 years

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

If yes, how many times? ongoing

For how long has the contract time been extended worked every year since 2017

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 \$ 84,300

Final Contract Amount Continuing services contract on an as needed basis

EXPERIENCE

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

Contract Name: Community Branding for the Town of Fort Myers Beach

Address: 2525 Estero Boulevard

Fort Myers Beach, FL 33931
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.	Roger Hernstadt	Former Town Manager	() No number	()
2.			()	()
3.			()	()

DATE OF CONTRACT

Contract start date 10 / 1 / 2019 Contract expiration date 9 / 30 / 2020
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? 2 additional 1 year renewals

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

If yes, how many times? 1

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 \$ 59,250

Final Contract Amount \$ 59,250

EXPERIENCE

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

Contract Name: Advertising & Branding the City of Lauderhill

Address: 5581 W. Oakland Park Blvd.

Lauderhill, FL 33313
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. Leslie Johnson	Strategic Communications Director	(954) 730-3082	(954) 730-3025
2. Desorae Giles-Smith	City Manager	(954) 739-0100	()
3.		()	()

DATE OF CONTRACT

Contract start date 10 / 11 / 2018 Contract expiration date 10 / 10 / 2019
(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? an additional term of 2 yrs., in one year increments

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

If yes, how many times? 2

For how long has the contract time been extended 1 year (extended 2 times)

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 \$ 72,400 (\$ 36,000 per year)

Final Contract Amount \$36,000 per year



APPROACH TO THE SCOPE OF WORK 3

RMA APPROACH & METHODOLOGY

TASK 1. MARKETING PLAN DEVELOPMENT

RMA has reviewed the Scope of Services and developed a work plan to complete the tasks and activities that are specified in the RFP (itemized and detailed following this narrative). Our work plans include reviews of background materials, qualitative and quantitative research, analysis of current economic conditions, market situation, and current brand position, real estate leasing and development/redevelopment environment and opportunities, 'business friendly' attitude, business and political climate, current image online and offline, and other factors that impact investors', residents', and visitors' decisions.

We will utilize this framework to develop branding and marketing strategies that support and amplify the CRA's goals while also adhering to statutory guidelines related to disseminating information about CRA projects and programs. Current and past projects, particularly, our previous work in Lake Park, supports our familiarity with the area. We are positioned with an understanding of the character and goals of the Town and of the CRA.

Our team will use sophisticated market analysis tools and practices, adding our cutting-edge, out-of-the-box thinking to position Lake Park for continued success.

Work will begin by scheduling a kick-off meeting with CRA staff. During this stage, we will review and finalize an action plan to coordinate meetings with internal staff, stakeholders, and the community. To position the CRA for sustainable growth while preserving its unique community character, our plan includes collecting and analyzing the various elements of market research that are required to develop a meaningful strategic marketing plan. Our comprehensive research will uncover perceptions held by stakeholders, residents, site selectors, businesses, visitors, and prospective consumers. Additional economic development analysis (demographics, psychographics, and market profile) will be conducted to ensure that the retail, industry, and visitor research is done in the context of the greater economic development environment.

THE MARKETING PLAN

The situation analysis and resulting strategic plan will identify the current situation and include the necessary data to lead the direction for the development and implementation of the marketing plan and will also inform the development of CRA and district brand strategies identified in Task 2.

The development or refinement of a CRA brand, district brands and logos, collateral, advertising, special events, banners and signage, leasing packages, social media, public relations, email newsletters, feature articles, press release generation and distribution and website design are all items that are addressed, planned and evaluated in a comprehensive plan.

The RMA marketing team is proud to have won numerous awards for the work we have done for our clients, which recognize our ability to successfully brand cities and target areas and develop implementable plans to achieve the identified goals. The information provided throughout this submittal visually showcases the comprehensive process RMA utilizes to achieve client's goals.

“The definition of a brand: the singular thought you hold in the mind of a prospect.” - Al Reis

GENERALLY THE PROCESS LOOKS LIKE THIS...

SITUATION ANALYSIS

Where are we?
What does the data say?

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS

This section clearly defines what we will be promoting and helps define how we will promote it.

OBJECTIVES

Clearly defined objectives will be established so we can accurately measure the results each year.

STRATEGIES

Once objectives are set and we ensure stakeholder buy-in regarding marketing and branding the area, our strategies then set the stage for how any funds will be spent.

TACTICS & BUDGET

These are the actual activities that will take place and what they will cost.

EVALUATION

Efforts and activities are evaluated to ensure the defined objectives were met. Each year the cycle begins again - establishing new objectives, strategies, tactics and an appropriate budget based on the current situation.

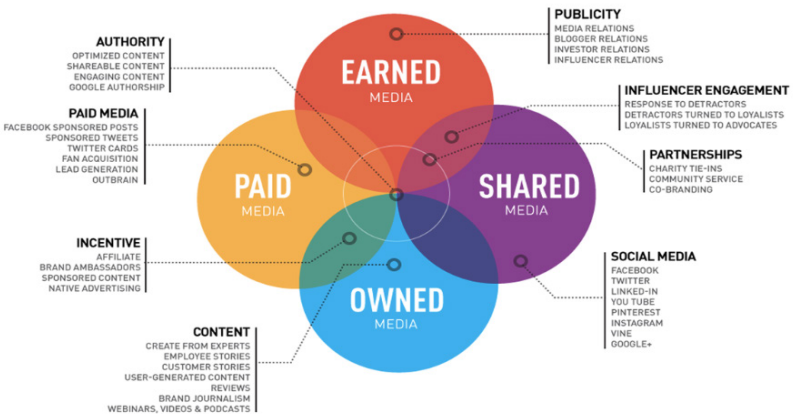
RMA will develop a marketing strategy to support the CRA goals identified in the 2022 CRA Master Plan. RMA's plans also include recommendations for priority allocation of budget by audience, tactics and Key Performance Indicators (KPIs) to measure success.

RMA's motto is "Plan Your Work, Work Your Plan." We will work closely with CRA staff and leadership to ensure we understand your goals and prepare an actionable comprehensive multi-year marketing plan that outlines not only priorities and budgets, but also who is responsible for executing the tactics to achieve the measurable goals. The plan will include an easy-to-follow implementation matrix, which will be an editable excel document that can be updated and tracked as necessary. Our goal is to provide you with a plan that does not sit on a shelf.

Our recommendations will include strategies for paid, earned, owned, and shared media. The RMA team has extensive experience and proven results with targeted messaging strategies and strategic communications plans. Our background covers the range of traditional communications, digital marketing, trade publications, and other advertising media with various interested parties (e.g. industry representatives, site selectors, retailers, developers, real estate professionals, and visitors) to reach each City's desired goals.

RMA will provide monthly progress reports outlining significant meetings, discussions, actions and results.

HOW WE ORGANIZE COMPREHENSIVE COMMUNICATIONS STRATEGIES



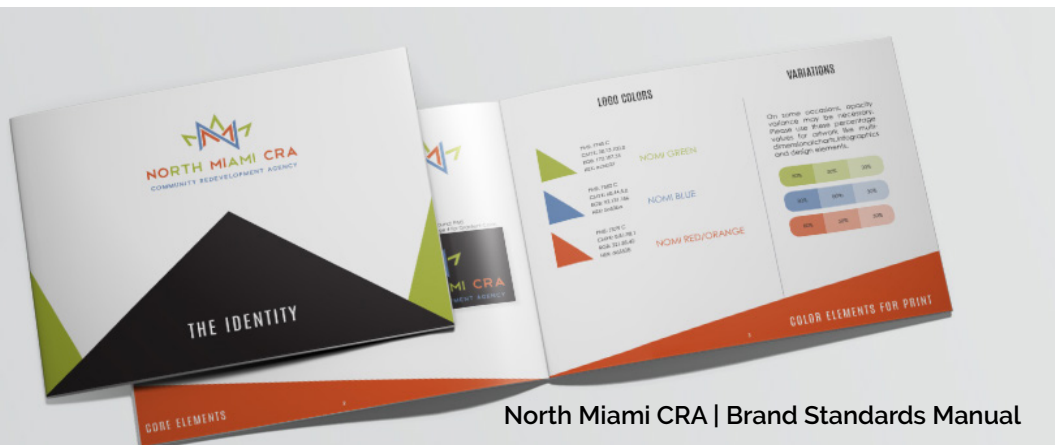
		Timeframe	Budget
I. Identity/ Branding			
I.1 Objective:	Develop an identifiable, distinguishable downtown brand	Launch 10-12/16	
I.2 Objective:	Create a comprehensive campaign message to be used exclusively across all media channels	Launch 10-12/16	
	Strategy: Work with local stakeholders (business, property owners, city and CRA staff) in the downtown core to develop a logo, tagline and campaign unique to Downtown NoMi that will position the area as an exciting place to shop, stroll, dine and enjoy.		
	Engage the community, public relations professionals and the media to showcase the assets and positive experiences of being in Downtown NoMi.		
	TACTICS		
	Develop and refine design and campaign concepts	8/16	
	Host downtown business/property owner brand development meetings (2 - 3)	8-9/16	
	From stakeholder input, select final	9/16	
	Finalize campaign elements based on final selection	10/16	
	Produce branded Downtown NoMi walkers guide (design and print)	11/16	\$5,000
	Establish a branded Downtown NoMi FB/Twitter/YouTube presence and maintain content daily (advertising \$300-\$600/mo)	10/16	\$3,600-\$7,200
	Develop a branded Downtown NoMi website (Economic Development will be a segment of the site -- NoMiBiz is the current site)	10-12/16	\$5,000-\$20,000
	Identify and promote the existing assets of Downtown NoMi through all owned media outlets (website, social media, print)	ongoing	
	Confirm City and FDOT rules and regulations regarding banner installation and confirm total number of available light poles for banner installation	9/16	
	Coordinate with Public Works regarding holiday decor and plan branded banner installation accordingly	11/16	
	Order and install branded campaign light pole banners where confirmed (determine hardware and cost necessary to install banners)	1/17	Approx. \$100 per banner
	Establish a Downtown Neighborhood Ambassadors program (see Customer Base for additional details)	10/16	
	Hire a local PR firm and/or work with the FIU College of Journalism students to distribute on average one release/story per month regarding the experience of being in Downtown NoMi (stories may be about owning a business, the shopping or dining experience or taking a class)	10/16	\$12,000-\$24,000
	Host a media tour event to showcase the renewed efforts and focus on redevelopment strategies in the Downtown (and throughout the city).	1-3/17	\$5,000-\$8,000
	Establish and review google alerts daily and re-post positive press received by NoMi businesses	Ongoing	
	Participate in appropriate events (booth/table) to promote the downtown/opportunities/brand	Ongoing	

VII. STRATEGY/TACTICS/BUDGET

FRA Award Winning Marketing Plan



North Miami CRA | Branded Stationary



North Miami CRA | Brand Standards Manual

STRATEGY DEVELOPMENT & THE CREATIVE PROCESS

BRANDING & CONTENT DEVELOPMENT

A Brand Identity is a visual reflection of a organization's operation such as the CRA, and its people, core values, ambitions, and unique character.

A professionally managed visual identity, defined in the Brand Standards Manual, offers numerous benefits to the branded entity: it supports institutional cohesion and efficiency; differentiates from other organizations; facilitates the building of a desired reputation; and promotes consistency in key areas of design.

The visual identity is a source of unity, pride, trust and awareness for those associated with the entity. The visual identity can be defined as the overall visual representation of an organization projected internally and externally through collateral such as letterhead, brochures, newsletters, advertising, buildings and reception areas. An effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific typefaces, colors and graphic elements.

Our team has guided the creation and development of multiple logos and tag lines that reflect the true nature of the client and visually establishes a brand for them. A logo is the brand mark and tagline or slogan - the succinct statement associated with the feeling and identity of the place which become powerful tools within a "package of initiatives". The message our team conveys is a holistic one which always leads us to the development of the CRA, district, and event logos within the context of the overarching goals established in the marketing plan.

Miriam Greenberg, an associate professor of sociology at the University of California at Santa Cruz and the author of Branding New York: How a City in Crisis Was Sold to the World says, "It is possible for an artist or designer to tap into the zeitgeist and create an image that resonates at a particular moment, but they have to be knowledgeable about what the underlying fears and issues are."

In other words, a new logo and tagline won't transform an area unless it's part of a package of initiatives to address the area's challenges and also opportunities. RMA's particular strength lies in the multidisciplinary approach we take with each project, looking at each place through a lens of our intertwined divisions of economic development, placemaking, and business attraction and marketing to develop meaningful logos, taglines and campaigns that are one part of a comprehensive package of initiatives.

AGENCY AND DISTRICT BRAND DEVELOPMENT

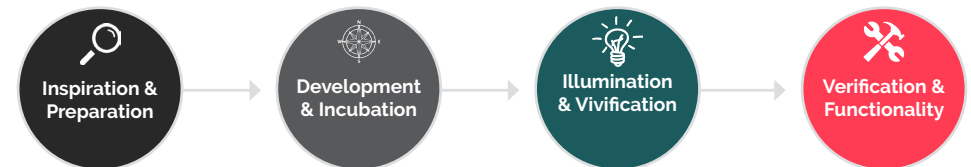
RMA will review the CRA's current brand, recommend updates if requested, and develop a comprehensive brand standards guide that goes well beyond logo usage. The Brand Guide will include the brand promise and positioning statement, descriptive words, sample photography and imagery to express the essence of the Lake Park CRA district experience, sample advertising, promotional products, light pole banners and if requested, wayfinding options. RMA will ensure that the Brand Guide reflects uniformity, community identity and pride, community and economic development opportunity for a variety of target audiences, and is flexible and adaptable for a variety of end users.

As illustrated in the project examples included in this proposal, our creative process and approach to the development of logos, taglines, campaigns, special promotions, and events are adaptable and effective for the area's target audiences. One campaign example is Downtown Oakland Park, where visitors were invited to Savor Moments, Make Sweet Memories and Spice Up Their Lives, while investors and potential new businesses were invited to Savor Ideas, Make Sweet Plans, and Spice Up Their Bottom Line. Light pole banners throughout the CRA/Downtown District included the words Savory, Sweet, and Spicy.

OUR CREATIVE PROCESS

COLLECT
CONNECT **COLLABORATE**
CREATE **COMMUNICATE**

Our strategy is to **COLLECT** information and data, **CONNECT** assets and areas, **COLLABORATE** with business and community partners, **CREATE** meaningful, relevant messages and **COMMUNICATE** the appropriate message to the target audience.



“A brand is a singular idea or concept that you own in the mind of a prospect.

— Al Reis

“Not everything that counts can be counted, and not everything that can be counted counts.

— Albert Einstein

“We could think of a city as a blank canvas, but every city has it's own unique underlying character that is the backdrop for its future.

— Sharon McCormick

A light gray background featuring a stylized, abstract map pattern with various geometric shapes and lines, resembling a city street grid or a network diagram.

PRICING 4

PRICING

TASK 1. MARKETING PLAN DEVELOPMENT:

RMA will provide a detailed Marketing Plan for the CRA, including a target market analysis, messaging, promotional strategies and recommended materials and methods of communication.

Flat Fee: \$38,000 to \$45,000 (depending upon existing relevant market research that may be available due to the recent development of the CRA Master Plan)

TASK 2. AGENCY BRANDING:

RMA will evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA. RMA will prepare a minimum of 3 Agency logo options, if enhancements are requested. Upon adoption of a new logo, RMA will prepare a brand standards guide, inclusive of logo usage, fonts, color palette, photography style, sample messaging and key words and phrases for the Lake Park CRA to guide the Agency's cohesive branding and communications strategies.

Flat Fee for evaluation, logo development, and brand guide: \$12,000 to \$15,000

Hourly Rates attached will apply for CRA Board presentations to adopt the new logo (if required), collateral development, and other implementation strategies requested related to the CRA Brand.

RMA will work with CRA Staff to develop and execute a cohesive branding strategy for the individual CRA districts on an hourly basis based on the hourly rates included on the following page. RMA will be able to estimate hours to provide quotes prior to specific requests related to CRA district branding assignments if requested.

TASK 3. MARKETING PLAN IMPLEMENTATION:

RMA will provide implementation services as requested based on the hourly rates included on the following page. RMA will be able to estimate hours to provide quotes prior to specific requests related to implementation services if requested.

RMA HOURLY RATE SCHEDULE

PROFESSIONAL SERVICE

HOURLY RATE

ECONOMIC DEVELOPMENT

Economic Development Assistant	\$95.00
Economic Development Coordinator	\$135.00
Economic Development Manager	\$175.00
Economic Development Marketing Analyst	\$165.00
Director - Economic Development	\$205.00

REAL ESTATE

Real Estate Research Assistant	\$95.00
Sales Associate	\$110.00
Sr. Broker	\$195.00
Director - Real Estate	\$205.00

BUSINESS ATTRACTION & MARKETING

Graphic Designer	\$105.00
Creative Director	\$175.00
Photographer/Videographer	\$175.00
Marketing Coordinator	\$135.00
Marketing Manager	\$165.00
Sr. Marketing Manager	\$175.00
Tourism Specialist	\$185.00
Director - Business Attraction & Marketing	\$205.00

PROJECT MANAGEMENT

Project Coordinator	\$120.00
Project Manager I	\$150.00
Project Manager II	\$170.00
Sr. Project Manager	\$195.00

GOVERNMENT MANAGEMENT & ADMIN

Administrative Assistant	\$90.00
CRA Clerk	\$90.00
Sr. Admin Assistant	\$115.00
Sr. Redevelopment Associate	\$205.00
Managing Director	\$215.00
Principal	\$325.00

PROFESSIONAL SERVICE

HOURLY RATE

URBAN DESIGN & PLANNING

GIS/CAD Operator	\$125.00
Landscape Architect I	\$135.00
Landscape Architect II	\$150.00
Landscape Architect III	\$160.00
Sr. Landscape Architect	\$195.00
Planning Assistant	\$110.00
Planner I	\$125.00
Planner II	\$135.00
Sr. Planner	\$160.00
Urban Design Assistant	\$115.00
Urban Designer I	\$125.00
Urban Designer II	\$135.00
Sr. Urban Designer	\$160.00
Director-Urban Design & Planning	\$205.00

CONSTRUCTION

Construction Inspector	\$105.00
Construction Manager	\$155.00
Construction Director	\$205.00

ENGINEERING

Engineer	\$105.00
Engineer I	\$135.00
Engineer II	\$160.00
Sr. Engineer	\$205.00

RMA INTERNAL

Bookkeeper	\$100.00
Business Development Coordinator	\$100.00
Budget & Operations Analyst	\$125.00
Finance	\$170.00
Controller	\$180.00
Director of Administration	\$195.00
Director of Operations	\$205.00

REQUIRED FORMS/DOCUMENTATION 5

2024 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L09000020387

Entity Name: REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC

Current Principal Place of Business:

2302 E. ATLANTIC BLVD
POMPANO BEACH, FL 33062

Current Mailing Address:

2302 E. ATLANTIC BLVD
POMPANO BEACH, FL 33062 US

FEI Number: 26-4367102

Name and Address of Current Registered Agent:

BRIESEMEISTER, KIM
2031 NE 62ND COURT
FORT LAUDERDALE, FL 33308 US

Certificate of Status Desired: Yes

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:

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail :

Title	MGRM	Title	MGRM
Name	METROSTRATEGIES, INC.	Name	BROWN, CHRISTOPHER J
Address	2031 NE 62ND COURT	Address	218 N.W. 9TH STREET
City-State-Zip:	FORT LAUDERDALE FL 33308	City-State-Zip:	DELRAY BEACH FL 33444

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

SIGNATURE: JANICE M. PENNINGTON

CONTROLLER

01/16/2024

Electronic Signature of Signing Authorized Person(s) Detail

Date

State of Florida

Department of State

I certify from the records of this office that REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC is a limited liability company organized under the laws of the State of Florida, filed on March 2, 2009.

The document number of this limited liability company is L090000020387.

I further certify that said limited liability company has paid all fees due this office through December 31, 2024, that its most recent annual report was filed on January 16, 2024, and that its status is active.



*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Sixteenth day of January, 2024*

A handwritten signature in black ink, appearing to be "J. B. B.", written over a horizontal line.

Secretary of State

Tracking Number: 2346126824CC

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

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



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/28/2023

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	CONTACT NAME: Dora Spada
Hayward Brown - Flagler, Inc.	PHONE: (386) 437-7767
3200 E. Moody Blvd.	FAX: (386) 437-9226
P.O. Box 1669	E-MAIL: dora@haywardbrownflagler.com
Bunnell	INSURER(S) AFFORDING COVERAGE
INSURED	INSURER A: Southern Owners Insurance Company
Redevelopment Management Associates, LLC	INSURER B:
2302 E Atlantic Blvd.	INSURER C:
Pompano Beach	INSURER D:
FL 33062	INSURER E:
	INSURER F:
	NAIC #
	10190

COVERAGES **CERTIFICATE NUMBER:** CL2382820446 **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	ADDITIONAL SUBR INSD. INFO	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR					
A	<input type="checkbox"/> SCHEDULED OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS ONLY <input type="checkbox"/> HIRE ONLY		78290443	10/01/2023	10/01/2024	EACH OCCURRENCE LIMITS TO EACH PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 300,000 PERSONAL & ADV INJURY \$ 10,000 GENERAL AGGREGATE \$ 1,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	<input checked="" type="checkbox"/> UTIMBELLIA LIAB					
	<input type="checkbox"/> EXCESS LIAB					
A	<input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE		78290443	10/01/2023	10/01/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					
	<input type="checkbox"/> ANY PROPRIETOR/PARTNER/EXECUTIVE OR FIRM MEMBER EXCLUDED? (If yes, describe under DESCRIPTION OF OPERATIONS below)	N/A	4929044300	10/01/2023	10/01/2024	PER STATUTE <input type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

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

The General Liability policy scheduled above includes a Blanket Additional Insured and Blanket Waiver of Subrogation. Coverage is primary and non-contributory.

CERTIFICATE HOLDER

CANCELLATION

For Information Only

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

ACORD 25 (2016/03)

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/15/2023

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 Iron Ridge Insurance 17595 S Tamiami Trl #107 Fort Myers INSURED Redevelopment Management Associates LLC 2302 E Atlantic Blvd Pompano Beach	CONTACT NAME: Karen Brinkley PHONE (A/C, No. Ext): (800) 775-8526 FAX (A/C, No): (239) 286-7544 ADDRESS: kbrinkley@ironridgeus.com INSURER(S) AFFORDING COVERAGE INSURER A: Accelerant Specialty Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F: NAIC # 16890
--	--

COVERAGES CERTIFICATE NUMBER: CL2381509939 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	ADDITIONAL INSD. INFO	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input type="checkbox"/> OCCUR <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: POLICY <input type="checkbox"/> NET <input type="checkbox"/> LOC <input type="checkbox"/> OTHER					EACH OCCURRENCE \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMPO/AGG \$ COMBINED SINGLE LIMIT (Per accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ AGGREGATE \$ EMP. STATUS \$ EL. EACH ACCIDENT \$ EL. DISEASE - EA EMPLOYEE \$ EL. DISEASE - POLICY LIMIT \$ Per Claim \$2,000,000 Aggregate \$2,000,000
	AUTOMOBILE LIABILITY ANY AUTO OWNED <input type="checkbox"/> AUTOS ONLY NON-OWNED <input type="checkbox"/> AUTOS ONLY UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED. RETENTION \$ WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below					
A	Professional Liability		S0004PL00199500	08/13/2023	08/13/2024	Aggregate

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Professional Liability is written on a claims-made basis

CERTIFICATE HOLDER	CANCELLATION
For Proposal Purposes	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

ACORD 25 (2016/03)

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INDIVIDUAL, BUSINESS ENTITY OR PARTNERSHIP

(Signature)

2302 E. Atlantic Blvd.,

Pompano Beach, FL 33062

Telephone: (954) 695-0754

chris@rma.us.com

www.ima.us.com

DUNS Number: 025446432

26-4367102

CORPORATION

(Signature)

Address:

Telephone: _____
with area codes)

E-mail Address of Signatory:

Company Website:

DUNS Number:

Federal Identification Number (FEIN):

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 RFQ 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 RFQ, 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

STATE OF FLORIDA
COUNTY OF PALM BEACH Broward County

(1) I am Christopher Brown of Redevelopment Management Associates, the OFFEROR that has submitted a Proposal to perform work for the following project:

(2) I, the undersigned, hereby depose and state that no portion of the sum Proposed 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.

Subscribed and sworn to (or affirmed) before me this 3rd day of May, 2024 by

SEAL:

Expires on: 12/17/2027

NON-COLLUSION AFFIDAVIT

State of Florida
County of ~~Palm Beach~~ Broward County

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

- (1) He/she is Principal of Redevelopment Management Associates, the OFFEROR that has submitted a Proposal to perform work for the following:

RFQ #: 108-2024 RFQ Name: Public Relations & Marketing Services

- (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.

Subscribed and sworn to (or affirmed) before me this 3rd day of May 2024 by
Christopher Brown, who is personally known to me or who has produced
_____ as identification.

Christopher Brown Signature

SEAL:

Notary Signature: Renee Myers
Notary Name: Renee Myers
Notary Public-State of Florida
My Commission #: HH 473845
Expires on: 12/17/2027



NON-BANKRUPTCY AFFIDAVIT

STATE OF Florida)

COUNTY OF Broward)

Christopher Brown
the firm of Redevelopment Management Associates, 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 RFQ # 108-2024.
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.

Christopher Brown

Affiant Signature

Sworn to before me this 2nd day of May, 20 24 by Chris Brown
(Name of affiant)

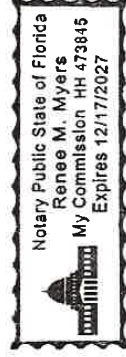
He/She is personally known to me or has produced _____ as
identification.

Renee Myers
Signature of Notary

Renee Myers 12/17/2027

Notary's Printed Name Expiration of Notary's Commission

Affix Seal Here:



CERTIFICATION OF NON-SEGREGATED FACILITIES

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

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

Company Name and Address:

Redevelopment Management Associates, LLC

2302 E. Atlantic Blvd.

Pompano Beach, FL 33062



Signature

Christopher Brown, Principal

Name and Title

May 2, 2024

Date

SEAL:



Notary Signature: 

Notary Name: Renee Myers

Notary Public-State of Florida

My Commission #: HH 473845

Expires on: 12/17/2027

**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 Christopher Brown, Principal
(**print individual's name and title**)
for Redevelopment Management Associates, LLC (RMA)
(**print name of entity submitting sworn statement**)
2. Whose address is 2302 E. Atlantic Blvd., Pompano Beach, FL 33062

and (if applicable) its Federal Employer Identification Number (FEIN) is 26-4367102
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)(c) **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

Page 24 of 33

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.

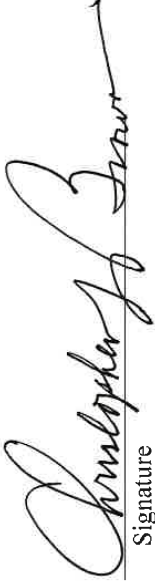
7. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. **(Indicate which statement applies.)**

X 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.

X 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~~ Broward County

The foregoing instrument was acknowledged before me this 3rd day of May 2024, by Christopher Brown as Principal of Redevelopment Management Associates, who is personally known to me or has produced _____ as identification.

SEAL:



Notary Signature: Renee Myers
Notary Name Renee Myers
Notary Public – State of Florida
My Commission #: HH 473845
Expires on: 12/17/2027

The balance of this page intentionally left blank.

Civil Litigation

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

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

Litigants:	NONE
Brief Description of Case:	
Outcome/projected outcome:	
Amount of Claim/Monetary Award/Settlement	

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

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

Criminal Litigation

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

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

Defendant:
Charge(s): NONE
Brief Description:
Outcome/Projected Outcome:

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

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

ACKNOWLEDGMENT OF ADDENDA

INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES

PART I:

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

Addendum #1, Dated Questions - 4/11/24

Addendum #2, Dated Questions & Answers - 4/23/24

Addendum #3, Dated _____

Addendum #4, Dated _____

Addendum #5, Dated _____

Addendum #6, Dated _____

Addendum #7, Dated _____

Addendum #8, Dated _____

Addendum #9, Dated _____

Addendum #10, Dated _____

PART II:

☐ NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS RFQ

Redevelopment Management Associates, LLC (RMA)

Offeror Name

Christopher Brown

Signature

Christopher Brown, Principal

Name and Title (Print or Type)

may 2, 2024

Date

EXHIBIT A

**TOWN OF LAKE PARK
EVALUATION CRITERIA FOR
REQUEST FOR QUALIFICATIONS 108 -2024
FOR PUBLIC RELATIONS AND MARKETING SERVICES (LAKE PARK
COMMUNITY REDEVELOPMENT AGENCY/TOWN OF LAKE PARK)**

Name of Offeror: Redevelopment Management Associates, LLC (RMA)

Address: 2302 E. Atlantic Blvd.,

City/State/Zip Code: Pompano Beach, FL 33062

Criteria	Points Awarded
(1) Offeror's qualifications, including personnel resources, experience, knowledge, use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. (25 points maximum)	
(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN (25 points maximum)	
(3) Creative approach to the Scope of Work to include the approach to messaging and targeting intended audiences. (30 points maximum)	
(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)	
(5) A Proposal that conforms to the requirements of this RFQ concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFQ (10 points maximum)	
Total Points Awarded	