



REQUEST FOR QUALIFICATIONS FOR PUBLIC RELATIONS (PR) & MARKETING SERVICES FOR THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY (CRA) AND THE TOWN OF LAKE PARK

REQUEST FOR QUALIFICATIONS (RFQ) 108-2024

NOTICE IS HEREBY GIVEN that the Lake Park Community Redevelopment Agency and Town of Lake Park, Florida (hereinafter referred to as the (CRA/Town)) are accepting proposals from qualified and experienced proposers to provide public relations and marketing services including the creation of a targeted marketing plan, agency branding, graphic design, public media and relations, social media, digital marketing, website production and management.

INTENT

The Lake Park Community Redevelopment Agency (CRA) and the Town of Lake Park (Town) are soliciting proposals from qualified and experienced proposers to provide public relations and marketing services.

The types of public relations and marketing services (Types of Services) includes, but is not limited to:

1. Marketing Plan Development and Implementation
2. Agency Branding
3. Community Engagement Strategy
4. Graphic Design
5. Public and Media Relations
6. Social Media
7. Digital Marketing
8. Website Production and Management

The CRA/Town intend to award one or more contract(s) to provide public relations and marketing services on an as needed basis. The CRA/Town may enter into a contract(s) with a proposer(s) to provide one or more Type of Service.

It is important the CRA/Town contract with reliable and qualified Proposers. The CRA/Town will check references to help determine the most desirable Proposer(s). The CRA/Town does not select a Proposer solely on cost but will consider all factors. Cost must be calculated to accurately reflect the complete charges for each type of work.

Submitting Proposals

All proposals shall be submitted through www.demandstar.com or the Town of Lake Park's Town Clerk's Office, in a sealed envelope/package to the following address:

Town of Lake Park
Office of the Town Clerk, Town of Lake Park
Lake Park Town Hall
535 Park Avenue
Lake Park, Florida 33403

PROPOSAL ENVELOPES MUST BE PLAINLY MARKED ON THE OUTSIDE OF THE ENVELOPE OR PACKAGE AS "PROPOSAL FOR THE PROVISION OF PUBLIC RELATIONS AND MARKETING SERVICES TO THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY AND THE TOWN OF LAKE PARK, RFQ Number 108 - 2024."

Sealed Proposals must be received on or before 10:00 a.m. Eastern Time on May 8, 2024 at which time all timely submitted Proposals will be publicly opened and read in the Commission Chamber of the Lake Park Town Hall. Proposals received after this time are not timely and shall be returned unopened. Receipt of a Proposal by any Town office, receptionist, or personnel, other than the Office of the Town Clerk shall not constitute a "submittal" as required by this solicitation. The Town Clerk's time stamp shall be conclusive as to the timeliness of any submittal.

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

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Proposal Documents

The Town's Request for Qualifications document will be available beginning on April 7, 2024. Offerors desiring copies of the RFQ document for use in preparing a response may obtain a set on the Town's website (www.lakeparkflorida.gov) or on www.demandstar.com. Any questions regarding the substance of this RFQ must be submitted by email at townclerk@lakeparkflorida.gov no later than 5:00 p.m. Eastern Time on April 24, 2024.

Responses shall be submitted in the format provided and signed by an officer and/or owner of the business possessing the required authority. Responses must include all information requested. Should any information requested not be provided or if the response should be received unsigned on the forms ('PROPOSAL FORM'), such response shall be considered non-responsive and subject to rejection.

***Offeror should provide One (1) Original Copy, One (1) Electronic Copy and Two (2) copies of the proposal.**

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

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

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

Award of the Proposal will be made by the CRA Board at a public meeting.

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

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

Published on: _____, Palm Beach Post

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:

SIGNATURE OF OFFEROR’S AUTHORIZED AGENT:

TITLE:

TYPED/PRINTED NAME OF AUTHORIZED AGENT:

ADDRESS:

PHONE NO: (_____)

SECTION 1

GENERAL TERMS AND CONDITIONS

1.1 Definitions:

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

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

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

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

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

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

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

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

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

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

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

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

Purchasing agent: The town manager, or his designee.

Request for information: A written or electronically posted request made by an agency to Offerors for information concerning commodities or contractual services. Also referred to as a Request for Qualifications (RFQ).

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

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

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

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

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SECTION 2.

COMPETITIVE SEALED PROPOSAL PROCESS

2.1 Proposal Submission:

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

***Offeror should provide One (1) Original Copy, One (1) Electronic Copy and Two (2) copies of the proposal.**

2.2 Proposal Acceptance and Evaluation:

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

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

2.3 Proposal Opening:

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

2.4 Public Record:

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

2.5 Cancelling or Postponing Request for Proposals:

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

2.6 Withdrawal of Proposals:

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

2.7 Proposal Evaluation and Award:

Responses may be evaluated by an evaluation committee, which shall have not less than three voting members and shall be composed as follows: the originating department director, the Town

Manager and a third member.

One or more awards shall be made to the most responsive, qualified Offerors whose response is determined to be the most advantageous to the Town in accordance with the evaluation criteria contained in the RFQ. The evaluation of responses shall be in accordance with the procedure established in the RFQ.

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

2.8 Evaluation Criteria:

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

- (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)**

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

2.9 Cone of Silence:

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

2.10 Protested Solicitations and Awards:

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

2.11 Required Submittals:

The proposal should be in Tab format, in the order listed below:

- (1) **Letter of Transmittal**, to include:
 - a. Owner or authorized signature
 - b. OFFEROR'S Certification (pg4).
 - c. OFFEROR's State of Florida Licenses and Certificate of Incorporation, or if a foreign corporation a copy of documentation showing registration as a foreign corporation authorized to do business in the State of Florida must be included.
- (2) **Statement of Qualifications:**
 - a. Copies of current resume of all business principals as well as management and supervisory staff
 - b. Copies of all current professional and business licenses
 - c. Three (3) letters of professional references (see form below)
 - d. List and description of similar projects that were satisfactorily completed by OFFEROR within the past five (5) years (for each project list the name and telephone of a representative for whom the project was undertaken and who can verify OFFEROR's performance).
 - e. OFFEROR shall also provide any other information deemed pertinent by the OFFEROR relating to its particular qualifications to perform the proposed services or work.
 - f. The physical address of OFFEROR's principal business office and any and all satellite offices must be included.
 - g. Organizational chart, to include a staffing plan which identifies key personnel who will be providing services to the CRA/Town, including the length of tenure of such personnel with the OFFEROR
 - h. A statement regarding recent, current and anticipated future workload of the OFFEROR, including an assessment of the effect of same upon the provision of the service or the completion of the project work must be included.
- (3) **Approach to the Scope of Work.** See Scope of Work in Section 3. Please detail OFFEROR'S approach to completing each task (1-3) along with a timeline of completion for Tasks 1 and 2.
- (4) **Pricing for each task listed in Section 3.** Pricing can be a mix of flat rate and hourly pricing.
- (5) **Required Forms/Documentation**
 - a. OFFEROR's Certification
 - b. Certificate(s) of Insurance showing general liability and worker's compensation coverage
 - c. Proposal Form
 - d. Drug Free Workplace Certification

- e. Anti-kickback Affidavit
- f. Non-Collusive Affidavit
- g. Non- Bankruptcy Affidavit
- h. Certification of Non-Segregated Facilities, if required by the Special Conditions
- i. Sworn Statement of Public Entity Crimes
- j. Civil Litigation Form
- k. Criminal Litigation Form
- l. Acknowledgement of Addendums

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SECTION 3

SCOPE OF SERVICES

3.1 BACKGROUND

The Town of Lake Park was one of Florida's first master planned communities. The Town has a population of just over 9,000 and has experienced many ups and downs over the years, but has a great deal of history and culture. The Lake Park CRA was adopted in 1996 as a proactive approach to boost economic development in the town. The Lake Park CRA works in collaboration with residents, property owners, businesses, developers and other community organizations to foster redevelopment within the CRA district. A majority of the Lake Park CRA can be characterized as a typical suburban industrial and commercial development with the exception of Park Avenue, which serves as the Town's "Main Street." Park Avenue is home to a mix of uses, which includes unique retail and restaurant establishments. There is a small residential component to downtown, which the CRA would like to enhance and increase. Some of the CRA's priorities include public safety, beautification, streetscape infrastructure improvements, economic development, affordable housing, business attraction and retention initiatives. In 2022, the CRA adopted an update to the CRA Master Plan. This RFQ serves as implementation of that adopted plan to further the CRA's redevelopment goals.

The following is a map showing the boundaries of the Lake Park CRA. The CRA encompasses mainly mixed use and commercial uses which includes the core downtown area on Park Avenue an industrial district off of Dixie Hwy and other commercial businesses along 10th Avenue.



3.2 SCOPE OF SERVICES

Proposer shall provide all supervision, labor, services, training, equipment, tools, materials and supplies necessary to provide services as described in this RFQ. Proposer shall comply with all federal, state and local laws and regulations. Services may include some or all of the following tasks to be provided via work order.

TASK 1:

Marketing Plan Development

- Familiarize contents of the 2022 CRA Master Plan and create an implementable multi-year marketing plan for the CRA which meet the goals of the 2022 CRA Master Plan.
- Create a Marketing Plan with a regional marketing focus on engaging the local region outside of the Town.
- Work with CRA Administrator to create a plan to meet current and future budgets.

Deliverables:

- Detailed Marketing Plan for the CRA, including a target market analysis, messaging, promotional strategies and recommended materials and methods of communication.

TASK 2:

Agency Branding

- Evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA.
- Work with CRA Staff to develop and execute a cohesive branding strategy for the individual CRA districts and the CRA itself.
- Each branding strategy should create an identity for the assigned District that both embraces the past and future of the community or organization.
- Develop any necessary branding elements such as logos, branding colors, slogans, etc.
- Develop branding guidelines to ensure consistency across all communications and materials.

TASK 3:

Marketing Plan Implementation

Community Engagement Strategy and Communications

- Work with CRA Administrator and Staff to develop an effective and creative business and community engagement strategy.
- Work with CRA Staff to create a cohesive content strategy for the CRA district businesses and the CRA as an organization that can easily be presented across all applicable platforms such as social media, e-newsletters and the CRA Website.
- Identify potential partnership opportunities with local organizations and associations to further promote the CRA Marketing Plan and encourage businesses to participate.
- Work with CRA and Town Staff to create a monthly schedule for all posts and content that goes hand in hand with CRA project deadlines, events, promotions, etc.
- Build current trends into the content strategy to keep content relevant and engaging.

Graphic Design:

Work with CRA Staff on various project needs pertaining to graphic design, including but not limited to the following:

- Logos
- Rack Cards
- Postcards
- Posters
- Project Boards
- Banner Designs
- Yard Sign Design
- Graphics
- CRA Annual Report

Public and Media Relations

- Develop and execute a media strategy to communicate initiatives, projects and events.
- Serve as liaison for local, regional, national and international public relations requests.
- Pitch stories, projects, and initiatives to local, regional and national outlets; seek out and schedule interviews with event spokesperson, entertainers, vendors, etc.
- Develop, maintain relationships, and create mutually beneficial cross promotions.
- Develop strategies whereby the CRA and its partners can produce events and activities that further develop the districts as a top location for public-private partnerships.
- Develop a concept for creative press conferences and media events and execute planning and implementation.
- Cultivate relationships with journalists and media professionals to secure positive coverage of agency initiatives and events

- Work with photographer and videographer for events/activities.
 - Secure good promotional shots of the event/activity.
 - Develop a shot list, outline, and/or timeline for photographer/videographer.
 - Prepare photos and video clips for follow up with media.
- Send all media clips to CRA staff for timely posts on the CRA managed websites and various communication channels.
- Be on site of CRA events to handle all media requests.
- Maintain PR report including all media releases and advisories, media clips with associated media value and tabulation of total media value obtained, log of television and radio appearances or shots arranged and any other pertinent information. To be provided in monthly reports due on the last day of each month.
- Write and disseminate press releases, articles, advertorials, and op-ed pieces leading to press coverage.
- Attend Town Commission, CRA Board, and staff meetings as requested.

Social Media

The Selected applicant will report to the CRA Administrator on a weekly basis to ensure proficiency and continuity in messaging and content.

- Manage the development of social media content that embraces the individual identity of the District. A strong emphasis will be placed on developing ongoing social media campaign ideas to promote the CRA, effectively inform social media audiences of CRA programs and redevelopment projects and elevate the public's perception of the Lake Park CRA.
- Assist Town Staff with the management CRA social platforms on the following sites:
 - Facebook
 - X
 - Instagram
 - LinkedIn
- Identify need for and assist in establishing social media accounts for the CRA as necessary.
- Develop social media content and campaigns in support of the CRA, redevelopment initiatives and public meetings and events.
- Strengthen the CRA's relationship with its current digital community and develop strategies to grow the CRA's social following while maintaining high levels of engagement.
 - Work with Town marketing team on editorial calendar throughout the year.
 - Monitor ongoing social and cultural conversation to identify and implement "real time" opportunities to amplify the CRA's voice.
 - Utilize social listening tools to understand current conversations about the CRA and how the CRA can create new social opportunities.
 - Report monthly analytics for each social media platform (i.e. top performing posts, follower growth and other KPIs).
 - Attend monthly meetings with the CRA team to review the past month's strategy successes and failures, plans for the upcoming month and analytics for each social media platform.

Digital Marketing

- Create content that pairs well with applicable branding efforts and campaigns.
- Seek out and manage digital marketing opportunities for the individual CRA districts on an as needed basis.
- Improve Search Engine Optimization for the individual CRA districts and CRA projects.
- Utilize digital marketing platforms that fit the appropriate target audience for the desired district.
- Utilize paid social media advertisements to promote various CRA projects, events and promotions.
- Provide monthly reports to CRA Marketing staff on digital marketing efforts and analytics.

Website Production and Management

- Work with CRA Administrator to develop content for the CRA Website.
- Provide necessary updates to the CRA Website to the Town's Marketing team.
- Communicate with CRA Administrator to keep business directory up to date via a regularly updated business inventory by CRA staff.
- Utilize current photos on the district, branding colors and logos.
- Monitor website to make sure all aspects of the site are functional.

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PROPOSAL FORM

INDIVIDUAL, BUSINESS ENTITY OR PARTNERSHIP

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

Address: _____

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

E-mail Address of Signatory: _____

Company Website: _____

DUNS Number: _____

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

CORPORATION

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

Address: _____

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

E-mail Address of Signatory: _____

Company Website: _____

DUNS Number: _____

Federal Identification Number (FEIN): _____

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

Corporate President: _____
(Print Name)

Corporate Secretary: _____
(Print Name)

Corporate Treasurer: _____
(Print Name)

CORPORATE SEAL

Attest By: _____
Secretary

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

VENDOR SERVICE REPRESENTATIVE (REGULAR WORK HOURS):

Name: _____

Address: _____

Telephone : (____) _____

Email Address: _____

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

Name: _____

Address: _____

Telephone : (____) _____

Email Address: _____

REFERENCES

As specified in the Standard Terms and Conditions of this 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.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
2.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
3.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
4.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:

DRUG FREE WORKPLACE

OFFERORS must present documentation that they have a Drug Free Workplace Program in place, and shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under this 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

ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA
COUNTY OF PALM BEACH

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

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

RFQ #: _____ RFQ Name: _____

(2) I, the undersigned, hereby depose and state that no portion of the sum Proposal in
connection with the work to be performed at the property identified above will be paid to any
employee of the Town of Lake Park or, Public Officer as a commission, kickback, reward or gift,
directly or indirectly by me or any member of my firm or by an officer of the corporation.

Signature

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

SEAL:

Notary Signature: _____

Notary Name: _____
Notary Public-State of Florida

My Commission #: _____

Expires on: _____

NON-COLLUSION AFFIDAVIT

State of Florida
County of Palm Beach

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

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

RFQ #: _____ RFQ Name: _____

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

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

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

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

Signature

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

SEAL:

Notary Signature: _____

Notary Name: _____

Notary Public-State of Florida

My Commission #: _____

Expires on: _____

NON-BANKRUPTCY AFFIDAVIT

STATE OF _____)

COUNTY OF _____)

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

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

Affiant Signature

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

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

Signature of Notary

Notary's Printed Name

Expiration of Notary's Commission

Affix Seal Here:

CERTIFICATION OF NON-SEGREGATED FACILITIES

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

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

Company Name and Address:

Signature

Name and Title

Date

SEAL:

Notary Signature: _____

Notary Name: _____
Notary Public-State of Florida

My Commission #: _____

Expires on: _____

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

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

1. This sworn statement is submitted to **TOWN OF LAKE PARK**
by _____
(print individual's name and title)
for _____
(print name of entity submitting sworn statement)
2. Whose address is _____

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

3. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency, municipal corporation, or political subdivision of any other state or the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency, municipal corporation, or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
4. I understand that "convicted" or "conviction as defined in paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial or entry of a plea of guilty or nolo contendere.
5. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a) **Florida Statutes**, means:
 - i. A predecessor or successor of a person convicted of a public entity crime; or
 - ii. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling equipment or income among persons when not for fair market value under an arm's length agreement shall be prima facie case that one person controls another person. A person knowing enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
6. I understand that a "person" as defined in Paragraph 287.133(1)(e) **Florida Statutes**, means any natural person entity organized under the laws of any state or the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for

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

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

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

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

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

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

Signature

**STATE OF FLORIDA
PALM BEACH COUNTY**

The foregoing instrument was acknowledged before me this _____ day of _____ 2024, by _____ as _____ of _____, who is personally known to me or has produced _____ as identification.

SEAL:

Notary Signature: _____

Notary Name _____

Notary Public – State of Florida

My Commission #: _____

Expires on: _____

The balance of this page intentionally left blank.

EXPERIENCE

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

Contract Name: _____

Address: _____

City

State

Zip Code

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

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

DATE OF CONTRACT

Contract start date ____/____/____

Contract expiration date ____/____/____

(NOT INCLUDING FUTURE EXTENSIONS)

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

If yes, how long? _____

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

If yes, how many times? _____

For how long has the contract time been extended _____

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

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

Starting Contract Amount _____

Final Contract Amount _____

Civil Litigation and Criminal Convictions

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

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

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

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

The balance of this page intentionally left blank.

Civil Litigation

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

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

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

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

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

Criminal Litigation

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

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

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

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

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

ACKNOWLEDGMENT OF ADDENDA

INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES

PART I:

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

Addendum #1, Dated _____

Addendum #2, Dated _____

Addendum #3, Dated _____

Addendum #4, Dated _____

Addendum #5, Dated _____

Addendum #6, Dated _____

Addendum #7, Dated _____

Addendum #8, Dated _____

Addendum #9, Dated _____

Addendum #10, Dated _____

PART II:

☐ NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS RFQ

Offeror Name

Signature

Name and Title (Print or Type)

Date

EXHIBIT A

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

Name of Offeror: _____

Address: _____

City/State/Zip Code: _____

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	

