

**Bid Tabulation Packet  
for  
Solicitation GEN2116476P1**

**Advertising Agency Services**

**Bid Designation: Public**



**Broward County Board of County Commissioners**

**Bid #GEN2116476P1 - Advertising Agency Services**Creation Date **Jan 28, 2019**End Date **Mar 20, 2019 5:00:00 PM EDT**Start Date **Feb 1, 2019 3:25:33 PM EST**Awarded Date **Not Yet Awarded**

GEN2116476P1--01-01 Flat Fee Services - Year 1					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: Unit price is monthly fee			
Cactus Marketing Communications	First Offer - \$80,000.00	12 / month	\$960,000.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: Proposed monthly fee (Flat Fee Services) including all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Total Annual Hours: 6,898 Total Monthly Hours: 575			
MMGY Global	First Offer - \$83,245.00	12 / month	\$998,940.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: GEN2116476P1--01-01 Supplier Notes: MMGY Global's submission covers years 1, 2 and 3 of the stated contract.			
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month	\$1,188,996.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
&Barr	First Offer - \$99,500.00	12 / month	\$1,194,000.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
PPK	First Offer - \$103,335.00	12 / month	\$1,240,020.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Aqua [Ad]	First Offer - \$123,916.00	12 / month	\$1,486,992.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: See PDF for Evaluation Criteria See Excel Sheet for Pricing Support			
Fuseideas	First Offer - \$161,667.00	12 / month	\$1,940,004.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: Please see Fuseideas' uploaded response document for Pricing Support detail.			

Relebrand	First Offer - \$200,000.00	12 / month	\$2,400,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> All forms in the documents section have been filled out and accepted within that designated area. All additional required forms or forms from the document section that required further action are included as uploads in this section. Our presentation for evaluation criteria is also included in as an upload in this section.			
ModOp	First Offer - \$264,148.00	12 / month	\$3,169,776.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> The attached monthly flat fee pricing is based on the services to be provided by our team members as well as estimated costs of all annual deliverables. This pricing does not include Optional Services such as initial Brand Strategy and Positioning or Website/APP design and development.			
Nobox Marketing	First Offer - \$268,197.00	12 / month	\$3,218,364.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Lightship Studios	First Offer - \$660,475.00	12 / month	\$7,925,700.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			

GEN2116476P1--01-02 Flat Fee Services - Year 2					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs
Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			


MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: GEN2116476P1--01-02 Supplier Notes: MMGY Global's submission covers years 1, 2 and 3 of the stated contract.			
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month	\$1,188,996.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
&Barr	First Offer - \$102,485.00	12 / month	\$1,229,820.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Aqua [Ad]	First Offer - \$102,850.00	12 / month	\$1,234,200.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
PPK	First Offer - \$106,435.00	12 / month	\$1,277,220.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: See PDF for Evaluation Criteria See Excel Sheet for Pricing Support			
Fuseideas	First Offer - \$161,667.00	12 / month	\$1,940,004.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Relebrand	First Offer - \$170,000.00	12 / month	\$2,040,000.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
ModOp	First Offer - \$263,440.00	12 / month	\$3,161,280.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: We have used estimates based on expected deliverables, increasing video production and digital experiences.			
Nobox Marketing	First Offer - \$268,197.00	12 / month	\$3,218,364.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Lightship Studios	First Offer - \$644,758.00	12 / month	\$7,737,096.00		Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
GEN2116476P1--01-03 Flat Fee Services - Year 3					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs





Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			
MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> GEN2116476P1--01-03 <b>Supplier Notes:</b> MMGY Global's submission covers years 1, 2 and 3 of the stated contract.			
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month	\$1,188,996.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Aqua [Ad]	First Offer - \$102,850.00	12 / month	\$1,234,200.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
&Barr	First Offer - \$105,560.00	12 / month	\$1,266,720.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
PPK	First Offer - \$109,628.00	12 / month	\$1,315,536.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> See PDF for Evaluation Criteria See Excel Sheet for Pricing Support			
Fuseideas	First Offer - \$161,666.00	12 / month	\$1,939,992.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Relebrand	First Offer - \$170,000.00	12 / month	\$2,040,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
ModOp	First Offer - \$262,440.00	12 / month	\$3,149,280.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> We have used estimates based on expected deliverables, increasing video production and digital experiences.			
Nobox Marketing	First Offer - \$268,197.00	12 / month	\$3,218,364.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			

BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92		Y
<b>Product Code:</b>		<b>Supplier Product Code:</b>			
<b>Agency Notes:</b>		<b>Supplier Notes:</b>			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b>		<b>Supplier Product Code:</b>			
<b>Agency Notes:</b>		<b>Supplier Notes:</b>			
Lightship Studios	First Offer - \$654,349.00	12 / month	\$7,852,188.00		Y
<b>Product Code:</b>		<b>Supplier Product Code:</b>			
<b>Agency Notes:</b>		<b>Supplier Notes:</b>			






**Supplier Totals**






f Cactus Marketing Communications		\$2,640,000.00 (3/3 items)	
Bid Contact Kristen Taylor Smith kristen@cactusinc.com Ph 303-455-7545		Address 2128 15th. Street Denver, CO 80202	
Bid Notes Thank you, please enjoy!			
Agency Notes:		Supplier Notes: Thank you, please enjoy!	Head Attch: 

f Zimmerman Agency [Ad]		\$2,688,804.00 (3/3 items)	
Bid Contact Angela Meredith ameredith@brightredagency.com Ph 850-668-2222		Address TALLAHASSEE, FL 32308	
Agency Notes:		Supplier Notes:	Head Attch: 

f MMGY Global		\$2,816,028.00 (3/3 items)	
Bid Contact Hawley Montgomery hmontgomery@mmgyglobal.com Ph 816-471-5988		Address 4601 Madison Avenue Kansas City, MO 64112	
Bid Notes Thank you for including MMGY Global in your RFP process. Our team is excited and ready to hit the ground running. We are confident that our industry knowledge and expertise in advertising agency services for travel and hospitality brands will make us an ideal partner for Greater Fort Lauderdale.  Our comprehensive proposal covers each year of the stated contract length and addresses the full scope of work. If you have any questions while reviewing please feel free to reach out to our team. Thank you again for the opportunity, we look forward to hearing from you!			
Agency Notes:		Supplier Notes: Thank you for including MMGY Global in your RFP process. Our team is excited and ready to hit the ground running. We are confident that our industry knowledge and expertise in advertising agency services for travel and hospitality brands will make us an ideal partner for Greater Fort Lauderdale.  Our comprehensive proposal covers each year of the stated contract length and addresses the full scope of work. If you have any questions while reviewing please feel free to reach out to our team. Thank you again for the opportunity, we look forward to hearing from you!	Head Attch: 

f Metropolitan Public Strategies		\$3,566,988.00 (3/3 items)	
Bid Contact Jason Heard		Address 1677 Lexington Avenue 2nd Fl	

jasonheard@gmail.com Ph 415-642-9970 New York, NY 10029		
Bid Notes	Please find attached the following items: * RFP Response * JV Agreement * CBE Letter of Intent * Workload history for MPS and SPARK * Vendor Reference forms for MPS and SPARK These documents apply to the entire bid.	
Agency Notes:	Supplier Notes: Please find attached the following items: * RFP Response * JV Agreement * CBE Letter of Intent * Workload history for MPS and SPARK * Vendor Reference forms for MPS and SPARK These documents apply to the entire bid.	Head Attch: 
f &Barr \$3,690,540.00 (3/3 items)		
Bid Contact	Douglas White douglas.white@andbarr.co Ph 407-758-6509	Address 600 E Washington Street Orlando, FL 32801
Agency Notes:	Supplier Notes:	Head Attch: 
f PPK \$3,832,776.00 (3/3 items)		
Bid Contact	tom kenney tkenney@uniteppk.com Ph 813-393-8564	Address 1102 N. Florida Ave. Tampa, FL 33602
Agency Notes:	Supplier Notes:	Head Attch: 
f Aqua [Ad] \$3,955,392.00 (3/3 items)		
Bid Contact	Dave DiMaggio NewBiz@welcometoaqua.com Ph 727-687-4670	Address SAINT PETERSBURG, FL 33701
Agency Notes:	Supplier Notes:	Head Attch: 
f Starmark \$5,325,840.00 (3/3 items)		
Bid Contact	Jacqui Hartnett lpunte@starmark.com Ph 954-874-9000	Address 210 S. Andrews Fort Lauderdale, FL 33301
Supplier Code	VC0000039094	
Agency Notes:	Supplier Notes:	Head Attch: 
f Fuseideas \$5,820,000.00 (3/3 items)		
Bid Contact	Dennis Franczak dfranczak@fuseideas.com Ph 617-776-5800 Fax 617-776-5821	Address 8 Winchester Place Suite 303 Winchester, MA 01890

Qualifications SB		
Agency Notes:	Supplier Notes:	Head Attch: 
f Relebrand \$6,480,000.00 (3/3 items)		
Bid Contact Roberto S Schaps roberto@relebrand.com Ph 305-476-3536	Address 800 Douglas Road La Puerta del Sol, Suite 230 Coral Gables, FL 33134	
Agency Notes:	Supplier Notes:	Head Attch: 
f Pace Communications Group, Inc. \$8,332,200.00 (3/3 items)		
Bid Contact Julie Bricker julie@paceadv.com Ph 561-931-2639	Address 7301 North Federal Highway Studio B Boca Raton, FL 33487	
Bid Notes All monthly flat fee pricing includes costs for agency time and production costs. The GFLCVB will not be billed for agency hours that are not utilized.		
Agency Notes:	Supplier Notes: All monthly flat fee pricing includes costs for agency time and production costs. The GFLCVB will not be billed for agency hours that are not utilized.	Head Attch: 
f ModOp \$9,480,336.00 (3/3 items)		
Bid Contact Nicole Taic nicole.taic@modop.com Ph 786-615-6720	Address 444 Brickell Ave Suite 900 Miami, FL 33131	
Bid Notes Please note: Under the Year 1 field, we attached our response that will cover all three years.		
Agency Notes:	Supplier Notes: Please note: Under the Year 1 field, we attached our response that will cover all three years.	Head Attch: 
f Nobox Marketing \$9,655,092.00 (3/3 items)		
Bid Contact Santiago Mas santiagomas@nobox.com Ph 786-427-5900	Address 3390 Mary Street MIAMI, FL 33129	
Bid Notes Hello GFLCVB team, Thank you for the opportunity to participate in this first round of the RFP! As South Florida locals and passionate advertising professionals, it would be an honor and a pleasure to work in partnership with you. After we got a positive response in the Q&A section, we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, as we thought it would better illustrate our capabilities. The file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services.pdf" As requested in the Q&A section, we uploaded the Local Presence Form as one of the check boxes didn't exist in the digital form (BidSync). Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request. Warm Regards and Miles of Blessings, The Nobox Team.		
Agency Notes:	Supplier Notes: Hello GFLCVB team, Thank you for the opportunity to participate in this first	Head Attch: 

round of the RFP! As South Florida locals and passionate advertising professionals, it would be an honor and a pleasure to work in partnership with you. After we got a positive response in the Q&A section, we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, as we thought it would better illustrate our capabilities. The file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services.pdf" As requested in the Q&A section, we uploaded the Local Presence Form as one of the check boxes didn't exist in the digital form (BidSync). Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request.

Warm Regards and Miles of Blessings,  
The Nobox Team.

f BVK		\$10,499,999.76 (3/3 items)
Bid Contact	Mary DeLong mary.delong@bvk.com Ph 813-251-0398	Address TAMPA, FL 33606
Agency Notes:	Supplier Notes:	Head Attch: 
f Paradise Advertising		\$10,499,999.76 (3/3 items)
Bid Contact	Rudy Webb rwebb@paradiseadv.com Ph 727-821-5155	Address Saint Petersburg, FL 33701
Agency Notes:	Supplier Notes:	Head Attch: 
f Lightship Studios		\$23,514,984.00 (3/3 items)
Bid Contact	Andrew Perrott andy@lightshipstudios.com Ph 954-621-1350	Address 4030 NE 6th Avenue Oakland Park, FL 33334
Qualifications	SB	
Agency Notes:	Supplier Notes:	Head Attch: 

\* \*

## Pace Communications Group, Inc.

Bid Contact **Julie Bricker**  
**julie@paceadv.com**  
**Ph 561-931-2639**

Address **7301 North Federal Highway**  
**Studio B**  
**Boca Raton, FL 33487**

Bid Notes **All monthly flat fee pricing includes costs for agency time and production costs. The GFLCVB will not be billed for agency hours that are not utilized.**

Item #	Line Item	Notes	Unit Price	Qty/Unit	Attch.	Docs
GEN2116476P1--01-01	Flat Fee Services - Year 1	<b>Supplier</b> <b>Product</b> <b>Code:</b> <b>Supplier</b> <b>Notes:</b> All forms in the documents section have been filled out and accepted within that designated area. All additional required forms or forms from the document section that required further action are included as uploads in this section. Our presentation for evaluation criteria is also included in as an upload in this section.	First Offer - \$231,450.00	12 / month	\$2,777,400.00	Y Y

GEN2116476P1--01-02	Flat Fee Services - Year 2	<b>Supplier Product Code:</b>	<b>First Offer -</b> \$231,450.00	12 / month	<b>\$2,777,400.00</b>	Y
GEN2116476P1--01-03	Flat Fee Services - Year 3	<b>Supplier Product Code:</b>	<b>First Offer -</b> \$231,450.00	12 / month	<b>\$2,777,400.00</b>	Y
					<b>Supplier Total</b>	<b>\$8,332,200.00</b>

**Pace Communications Group, Inc.**

**Item: Flat Fee Services - Year 1**

**Attachments**

Local Preference and Tie Breaker Form.pdf

Additional Subcontractor Form - GFLCVB.docx

CBE Letter of Intent - MARS.pdf

CBE Letter of Intent - Graphic Dynamics.pdf

Broward College - Vendor Reference Form.pdf

BRAA - Vendor Reference Form.pdf

BRRH Vendor\_Reference\_Verification\_Form\_GEN2116476P1 1.pdf

Ocean Properties Vendor\_Reference\_Verification\_Form\_GEN2116476P1.pdf

COI.pdf

Pace - State of FL Certif Authen - July 2018.pdf

GFLCVB RFP Financial Response 1.pdf

RFP Response PACE.pdf



**Supplier Response Form****RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM**

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

☐ The Vendor is a local Vendor in Broward County and:

- a. has a valid Broward County local business tax receipt;
- b. has been in existence for at least six-months prior to the solicitation opening;
- c. at a business address physically located within Broward County;
- d. in an area zoned for such business;
- e. provides services from this location on a day-to-day basis, and
- f. services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

☐ The Vendor is a local Vendor in Broward and:

- a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
- b. has been in existence for at least one-year prior to the solicitation opening;
- c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
- d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

7301 N. Federal Highway, Studio B.  
Boca Raton, FL 33487

Local Business Address: Vendor confirms we are not a local vendor in

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): ☒ The Vendor is not a local Vendor in Broward County.

Julie Bricker

Vice President, Media

Pace Communications Group, Inc.

2/22/19

**AUTHORIZED  
SIGNATURE/NAME****TITLE****COMPANY****DATE**

**Please enter your password below and click Save to update your response.**

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

**To take exception:**

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username **julie@paceadv.com**

Password

\*

*Julie Bricker*

Save

Take Exception

Close

\* Required fields

**Supplier Response Form (Continued)**

**SUBCONTRACTORS/SUBCONSULTANTS/SUPPLIERS REQUIREMENT FORM**  
**Request for Proposals, Request for Qualifications, or Request for Letters of Interest**

Additional subcontractor is listed below in addition to the form filled out through the BidSync portal.

Subcontracted Firm's Name: BCP Creative, LLC.

Subcontracted Firm's Address: 116 Montgomery Ave, Souderton, PA 18964

Subcontracted Firm's Telephone Number: 215.601.9515

Contact Person's Name and Position: Brian Corchiolo, Web Developer/Multimedia Programmer

Contact Person's E-Mail Address: brian@paceadv.com

Estimated Subcontract/Supplies Contract Amount: TBD based on scope of work

Type of Work/Supplies Provided: Web development and programming



## LETTER OF INTENT

### BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Pace Communications Group, Inc.

Address: 7301 N. Federal Highway, Studio B. City: Boca Raton State: FL Zip: 33487

Authorized Representative: Julie Bricker Phone: 561-931-2639

CBE Firm/Supplier Name: MARS Research

Address: 550 West Cypress Creek Road, Ste 310 City: Fort Lauderdale State: FL Zip: 33309

Authorized Representative: Stephen Gonot Phone: 954.654.7888 Ext: 206

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

### Work to be performed by CBE Firm

Description	NAICS <sup>1</sup>	CBE Contract Amount <sup>2</sup>	CBE Percentage of Total Project Value
Qualitative and Quantitative Research	54189		4.00 %
			%
			%

**AFFIRMATION:** I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: [Signature] Title: Project Manager Date: 3/6/2019

Bidder/Offeror Authorized Representative

Signature: [Signature] Title: Vice President, Media Date: 03/04/2019

<sup>1</sup> Visit [Census.gov](http://Census.gov) and select **NAICS** to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

<sup>2</sup> To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

*In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.*

Rev.: June 2018

Compliance Form No. 004



## LETTER OF INTENT

### BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Pace Communications Group, Inc.

Address: 7301 N. Federal Highway, Studio B. City: Boca Raton State: FL Zip: 33487

Authorized Representative: Julie Bricker Phone: 561-931-2639

CBE Firm/Supplier Name: Graphic Dynamics, Inc.

Address: 735 NW 7th Terrace City: Fort Lauderdale State: FL Zip: 33311

Authorized Representative: Karen Cooper Phone: 954-728-8452

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

### Work to be performed by CBE Firm

Description	NAICS <sup>1</sup>	CBE Contract Amount <sup>2</sup>	CBE Percentage of Total Project Value
Printing	32311		2.00 %
			%
			%

**AFFIRMATION:** I hereby affirm that the information above is true and correct.

**CBE Firm/Supplier Authorized Representative**

Signature: [Signature] Title: CFO Date: 3/6/2019

**Bidder/Offeror Authorized Representative**

Signature: [Signature] Title: Vice President, Media Date: 03/04/2019

<sup>1</sup> Visit [Census.gov](http://Census.gov) and select **NAICS** to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

<sup>2</sup> To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

*In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.*

Rev.: June 2018

Compliance Form No. 004





## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Pace Communications Group, Inc.

Organization/Firm Name providing reference:

Broward College

Contact Name: Daniela Cirones Title: Director

Reference date: 2/26/19

Contact Email: dcirones@broward.edu

Contact Phone: 954-201-7508

Name of Referenced Project: Integrated Marketing

Contract No.

Date Services Provided:

Project Amount:

2016 to 2018

900,000

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

## Description of services provided by Vendor:

Please rate your experience with the  
referenced Vendor:Needs  
Improvement

Satisfactory

Excellent

Not  
Applicable

## 1. Vendor's Quality of Service

- a. Responsive
- b. Accuracy
- c. Deliverables

☐  
☐  
☐
☐  
☐  
☐
☒  
☒  
☒
☐  
☐  
☐

## 2. Vendor's Organization:

- a. Staff expertise
- b. Professionalism
- c. Turnover

☐  
☐  
☐
☐  
☐  
☐
☒  
☒  
☒
☐  
☐  
☐

## 3. Timeliness of:

- a. Project
- b. Deliverables

☐  
☐
☐  
☐
☒  
☒
☐  
☐

## 4. Project completed within budget

☐
☐
☒
☐

## 5. Cooperation with:

- a. Your Firm
- b. Subcontractor(s)/Subconsultant(s)
- c. Regulatory Agency(ies)

☐  
☐  
☐
☐  
☐  
☐
☒  
☒  
☐
☐  
☐  
☒

Additional Comments: (provide on additional sheet if needed)

We have worked with Pace for the last 6 years, we highly  
recommend their services.

\*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\*

Verified via: ☐ EMAIL ☐ VERBAL Verified by: \_\_\_\_\_ Division: \_\_\_\_\_ Date: \_\_\_\_\_

All Information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code.

### **Vendor Reference Verification Form**

Vendor is required to submit completed Reference Verification Forms for previous projects referenced in its submittal. Vendor should provide the **Vendor Reference Verification Form** to its reference organization/firm to complete and return to the Vendor's attention. Vendor should submit the completed Vendor Reference Form with its response by the solicitation's deadline. The County will verify references provided as part of the review process. Provide a minimum of three (3) non-Broward County Board of County Commissioners' references.

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## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

Reference for:

Organization/Firm Name providing reference:

Contact Name:

Title:

Reference date:

Contact Email:

Contact Phone:

Name of Referenced Project:

Contract No.

Date Services Provided:

Project Amount:

to

Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor

Would you use this vendor again? Yes No If No, please specify in Additional Comments (below).

### Description of services provided by Vendor:

**Please rate your experience with the referenced Vendor:**

**Needs  
Improvement**

**Satisfactory**

**Excellent**

**Not  
Applicable**

1. Vendor's Quality of Service
  - a. Responsive
  - b. Accuracy
  - c. Deliverables
2. Vendor's Organization:
  - a. Staff expertise
  - b. Professionalism
  - c. Turnover
3. Timeliness of:
  - a. Project
  - b. Deliverables
4. Project completed within budget
5. Cooperation with:
  - a. Your Firm
  - b. Subcontractor(s)/Subconsultant(s)
  - c. Regulatory Agency(ies)

**Additional Comments:** (provide on additional sheet if needed)

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to

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Would you use this vendor again? Yes No If No, please specify in Additional Comments (below).

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**Please rate your experience with the referenced Vendor:**

**Needs  
Improvement**

**Satisfactory**

**Excellent**

**Not  
Applicable**

1. Vendor's Quality of Service

- a. Responsive
- b. Accuracy
- c. Deliverables

2. Vendor's Organization:

- a. Staff expertise
- b. Professionalism
- c. Turnover

3. Timeliness of:

- a. Project
- b. Deliverables

4. Project completed within budget

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- a. Your Firm
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- c. Regulatory Agency(ies)

**Additional Comments:** (provide on additional sheet if needed)

\*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\*

Verified via: ☐ EMAIL ☐ VERBAL Verified by: \_\_\_\_\_ Division: \_\_\_\_\_ Date: \_\_\_\_\_

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Reference for:

Organization/Firm Name providing reference:

Contact Name:

Title:

Reference date:

Contact Email:

Contact Phone:

Name of Referenced Project:

Contract No.

Date Services Provided:

Project Amount:

to

Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor

Would you use this vendor again? Yes No If No, please specify in Additional Comments (below).

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**Additional Comments:** (provide on additional sheet if needed)

\*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\*

Verified via: ☐ EMAIL ☐ VERBAL Verified by: \_\_\_\_\_ Division: \_\_\_\_\_ Date: \_\_\_\_\_



# CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)  
 02/14/2019

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).

<b>PRODUCER</b> 732-380-0900 World Insurance Assoc. LLC6 656 Shrewsbury Ave., Suite 200 Tinton Falls, NJ 07701 Scott Bernstein	<b>CONTACT NAME:</b> Scott Bernstein <b>PHONE (A/C, No, Ext):</b> 732-380-0900 <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b>  <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 80%;">INSURER(S) AFFORDING COVERAGE</th> <th style="width: 20%;">NAIC #</th> </tr> <tr> <td>INSURER A: Hartford Underwriters Ins. Co.</td> <td>30104</td> </tr> <tr> <td>INSURER B: CNA INSURANCE COMPANIES</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Hartford Underwriters Ins. Co.	30104	INSURER B: CNA INSURANCE COMPANIES		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
INSURER(S) AFFORDING COVERAGE	NAIC #														
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INSURER E:															
INSURER F:															
<b>INSURED</b> Pace Communications Group Inc 21 West 46th Street NY, NY 10036															

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

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

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS														
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <b>X Business Owners</b>  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:	X	X	13SBAAA0651	01/01/2019	01/01/2020	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>EACH OCCURRENCE</td><td style="text-align: right;">\$ 1,000,000</td></tr> <tr><td>DAMAGE TO RENTED PREMISES (Ea occurrence)</td><td style="text-align: right;">\$ 1,000,000</td></tr> <tr><td>MED EXP (Any one person)</td><td style="text-align: right;">\$ 10,000</td></tr> <tr><td>PERSONAL &amp; ADV INJURY</td><td style="text-align: right;">\$ 1,000,000</td></tr> <tr><td>GENERAL AGGREGATE</td><td style="text-align: right;">\$ 2,000,000</td></tr> <tr><td>PRODUCTS - COMP/OP AGG</td><td style="text-align: right;">\$ 2,000,000</td></tr> <tr><td></td><td style="text-align: right;">\$</td></tr> </table>	EACH OCCURRENCE	\$ 1,000,000	DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000	MED EXP (Any one person)	\$ 10,000	PERSONAL & ADV INJURY	\$ 1,000,000	GENERAL AGGREGATE	\$ 2,000,000	PRODUCTS - COMP/OP AGG	\$ 2,000,000		\$
EACH OCCURRENCE	\$ 1,000,000																				
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GENERAL AGGREGATE	\$ 2,000,000																				
PRODUCTS - COMP/OP AGG	\$ 2,000,000																				
	\$																				
X	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	X	X	13SBAAA0651	01/01/2019	01/01/2020	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>COMBINED SINGLE LIMIT (Ea accident)</td><td style="text-align: right;">\$ 1,000,000</td></tr> <tr><td>BODILY INJURY (Per person)</td><td style="text-align: right;">\$</td></tr> <tr><td>BODILY INJURY (Per accident)</td><td style="text-align: right;">\$</td></tr> <tr><td>PROPERTY DAMAGE (Per accident)</td><td style="text-align: right;">\$</td></tr> <tr><td></td><td style="text-align: right;">\$</td></tr> </table>	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000	BODILY INJURY (Per person)	\$	BODILY INJURY (Per accident)	\$	PROPERTY DAMAGE (Per accident)	\$		\$				
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BODILY INJURY (Per accident)	\$																				
PROPERTY DAMAGE (Per accident)	\$																				
	\$																				
X	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000		X	13SBAAA0651	01/01/2019	01/01/2020	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>EACH OCCURRENCE</td><td style="text-align: right;">\$ 3,000,000</td></tr> <tr><td>AGGREGATE</td><td style="text-align: right;">\$ 3,000,000</td></tr> <tr><td></td><td style="text-align: right;">\$</td></tr> </table>	EACH OCCURRENCE	\$ 3,000,000	AGGREGATE	\$ 3,000,000		\$								
EACH OCCURRENCE	\$ 3,000,000																				
AGGREGATE	\$ 3,000,000																				
	\$																				
X	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	13WECAC53LCD	01/01/2019	01/01/2020	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td><input checked="" type="checkbox"/> PER STATUTE</td> <td><input type="checkbox"/> OTHER</td> <td></td> </tr> <tr><td>E.L. EACH ACCIDENT</td><td></td><td style="text-align: right;">\$ 1,000,000</td></tr> <tr><td>E.L. DISEASE - EA EMPLOYEE</td><td></td><td style="text-align: right;">\$ 1,000,000</td></tr> <tr><td>E.L. DISEASE - POLICY LIMIT</td><td></td><td style="text-align: right;">\$ 1,000,000</td></tr> </table>	<input checked="" type="checkbox"/> PER STATUTE	<input type="checkbox"/> OTHER		E.L. EACH ACCIDENT		\$ 1,000,000	E.L. DISEASE - EA EMPLOYEE		\$ 1,000,000	E.L. DISEASE - POLICY LIMIT		\$ 1,000,000		
<input checked="" type="checkbox"/> PER STATUTE	<input type="checkbox"/> OTHER																				
E.L. EACH ACCIDENT		\$ 1,000,000																			
E.L. DISEASE - EA EMPLOYEE		\$ 1,000,000																			
E.L. DISEASE - POLICY LIMIT		\$ 1,000,000																			
A	Employee Dishonest			13SBAAA0651	01/01/2019	02/01/2020	per claim 50,000														
B	Professional			652072921	01/24/2019	01/24/2019	per claim 1,000,000														

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

""Broward County" shall be listed as Certificate Holder and endorsed as an additional insured for liability. Policies shall be endorsed to provide 30 days written notice of cancellation to Certificate Holder, 10 days' notice of cancellation for non-payment Contractors insurance shall provide primary coverage and (Cont)

**CERTIFICATE HOLDER****CANCELLATION**

<b>BROWHE1</b>  Broward County 115 S. Andrews Avenue Ft. Lauderdale, FL 33301	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 
---	---

# NOTEPAD

INSURED'S NAME **Pace Communications Group Inc**

**PACEC-1**  
**OP ID: MG**

PAGE **2**

Date **02/14/2019**

shall not require contribution from Certificate Holder. •contractor is responsible for all Deductibles.

# *State of Florida*

## *Department of State*

I certify from the records of this office that PACE COMMUNICATIONS GROUP, INC. is a New York corporation authorized to transact business in the State of Florida, qualified on December 20, 1996.

The document number of this corporation is F97000000370.

I further certify that said corporation has paid all fees due this office through December 31, 2018, that its most recent annual report/uniform business report was filed on February 9, 2018, and that its status is active.

I further certify that said corporation has not filed a Certificate of Withdrawal.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Tenth day of July, 2018*

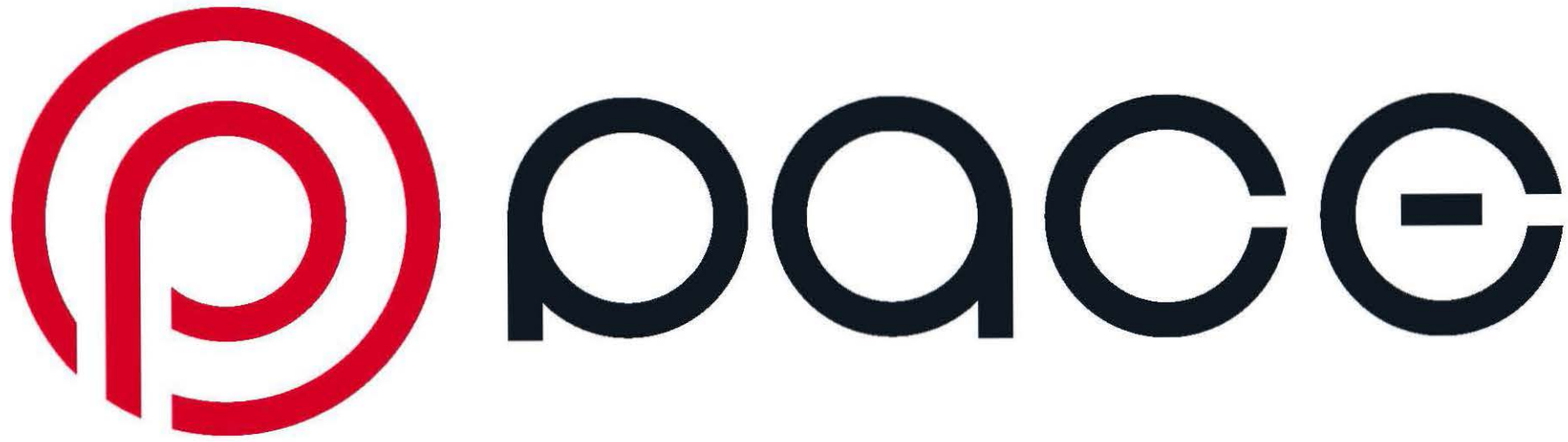


*Ken DeFoner*  
**Secretary of State**

Tracking Number: CU7992934720

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

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







# capabilities

Our full-service capabilities range from addressing very specific marketing and sales objectives to conceptualizing, designing, and implementing comprehensive communications campaigns. Areas of specialization include the following traditional, digital, and account services.

# capabilities: traditional

- Brand Strategy and Development
- Media Planning and Buying
- Creative and Copy Development
- Video Production
- In-house Green Screen CYC Studio and Edit Suite
- Pre and Post-Production Video Services
- Market Research and Analysis
- Broadcast Production
- In-house Audio Booth
- In-house Photography
- Corporate ID Package

# capabilities: digital

- Custom Website Development
- Website Hosting and Maintenance
- Social Media Content and Paid Ad Management
- Search Engine Marketing
- Search Engine Optimization
- 3D Renderings
- 3D Animation and Motion Graphics
- Eblast Deployment
- Geo-fencing/Precise Mobile Targeting
- Blog Content
- Cross Device Interactive Campaigns including IP Address Targeting, Contextual/Behavioral Targeting and Retargeting
- Interactive Display Ad Concept, Creation and HTML5 Coding
- API Integration

# capabilities: account service

- Accounting and Administration
- Dedicated Account Team
- Account Management
- Client/Agency Meetings and Status Calls
- Accounting and Administrative
- Production Management and Vendor Liaison of Projects
- End-of-Month Media Reconciliation
- Reporting and Analytics
- Database Management

# Ability of Professional Personnel

- 1) Describe the qualifications and relevant experience of the Project Manager and all key staff that are intended to be assigned to this project. Include resumes for the Project Manager and all key staff described, including staffing to support media planning and buying. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this project.

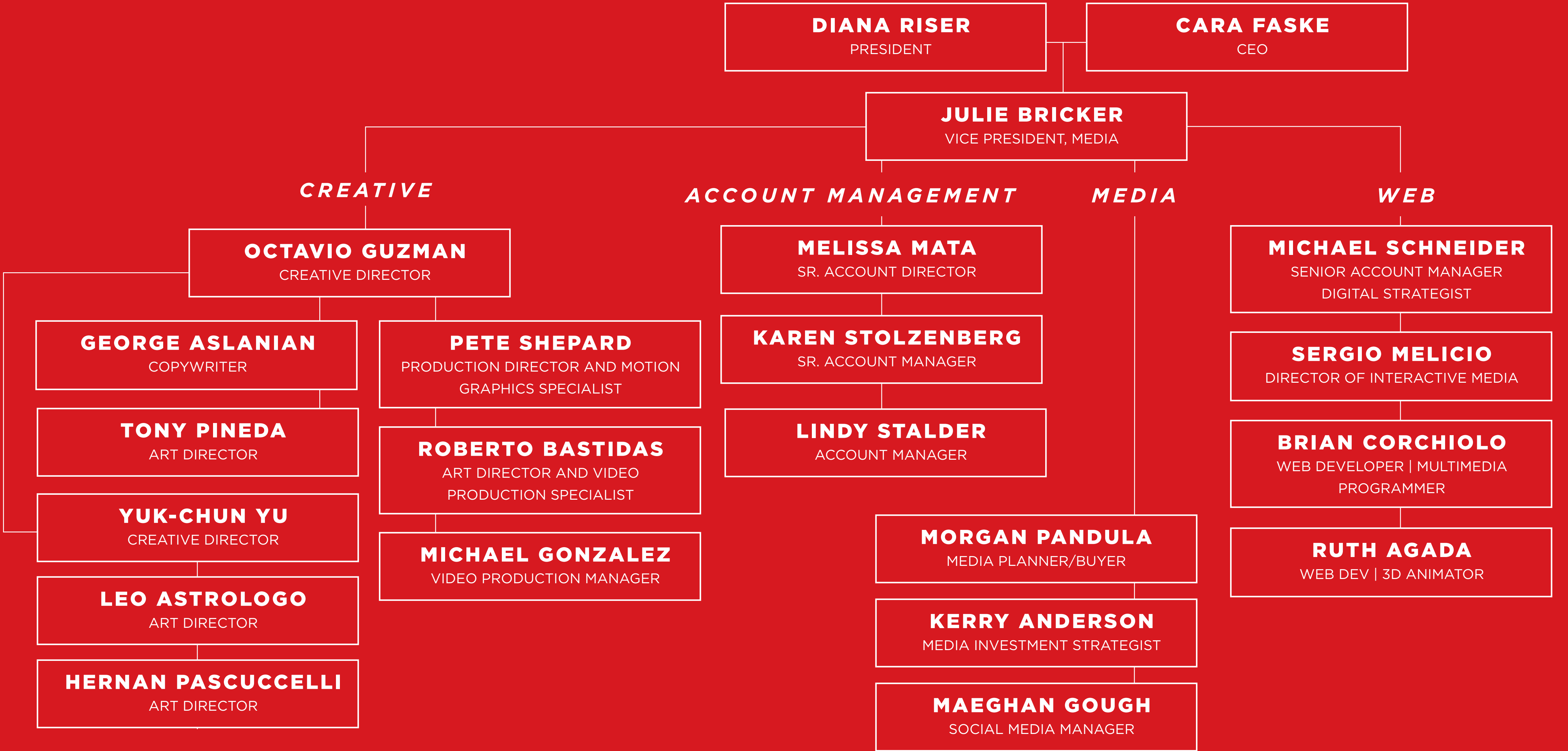


# Pace People

Pace is comprised of highly skilled professionals, with longevity as a team working together across a full spectrum of agency services delivering fully integrated strategies to clients in travel/tourism, real estate, education and healthcare. We have a deep bench of talent to draw from for our clients. We are eager to work with the Greater Fort Lauderdale CVB and we're assigning our top talent to your account. Additionally, if awarded this RFP, Pace is prepared to hire additional staff to fulfill the scope of services as outlined.







**Diana Riser — *President***

Diana has worked extensively with destinations and the travel industry in her 25 years in marketing & advertising. As Associate Publisher and Publisher of various city magazines as well as during her Account Management role at Travel + Leisure, T+L Family, Food & Wine and Departures magazines, she collaborated with the CRA's, DDA's and CVB's in the markets in which she served from South Florida, to SW Florida as well as the Caribbean & Central America. Her experience includes working directly with destination stakeholders and local leaders for Annual events like Savor the Avenue in Delray Beach, FL, Annual Best of Boca at Boca Center and Salt Lake City Annual Tastemakers, signature events that drove tourism and local spend. Diana also specialized in creating custom content, custom magazines and destination guides for these areas as well as comprehensive marketing initiatives. Clients and Partners include Aventura Mall, Worth Avenue Merchants Association, Delray Beach DDA, city of Boca Raton, Boca Raton Chamber of Commerce, Boca Raton Resort & Club, South Beach Wine & Food Festival, Salt Lake City CVB, Salt Lake City DTA, Ocean Properties, Margaritaville Key West, Sunset Key Cottages, Margaritaville Resorts Orlando, Islamorada Resort Collection and Miami Marlins among others. While working for Publicitas North America, a rep firm based in Florida representing Travel + Leisure, Food & Wine, Departures, T+L Family and T+L Golf magazines, her time spent as Account Manager for parts of Florida, the Caribbean and Central America gave her experience working with Visit Florida and MNI Targeted Media network as well as the CTO, Caribbean Tourism Organization. Diana is co-owner of Pace Branding & Marketing, running the Florida market, recently named TOP 10 agency in South Florida by the South Florida Business Journal. With business partner Cara Faske, managing the award-winning team in NY, Pace has become one of New York's and South Florida's pre-eminent women-owned agencies.



**Julie Bricker — *Vice President, Media***

As lead strategist for our accounts, Julie's expertise spans across multiple industry sectors including relevant governmental and non-profit clients such as Broward College, Bailey Hall and Boca Raton Regional Hospital to name a few. Julie specializes in crafting integrated media plans that are strategic, efficient and effective in achieving optimal results. Julie conducts in-depth research and analysis of our client's business to confirm effectiveness of marketing channels based on agreed upon ROI metrics. Additionally, Julie understands the drivers in the client's business to better develop tactical options for immediate needs and integrated marketing plans that produce results.

Relevant to tourism, entertainment and government entity accounts, Julie has experience with media strategies, planning and placement for diverse target audiences for the following Clients: Broward College (and its Foundation), Bailey Hall, Boca Raton Regional Hospital (and its Foundation), Boca Raton Airport Authority, The City of Boca Raton, Mardi Gras Casino, Discover the Palm Beaches, Ocean Properties and many more.

Julie has extensive experience in both traditional and digital media, with a specialized focus on specific digital initiatives that are largely influenced by IP device targeting, data matching, and lead generation campaigns.

**Melissa Mata** — *Sr. Account Executive*

Having lived abroad and boasting over 13 years of experience in marketing and international account management, Melissa holds an extensive background in marketing, with current and past clients including Lennar Homes, Margaritaville Resorts, Ocean Properties Hotels & Resorts, Islamorada Resort Collection, Elite Homes, Zuckerman Homes, Mardi Gras Casino, Swatch Group, among others. Additionally, Melissa has successfully directed and designed integrated marketing campaigns for multiple brands nationally, and as well as in, Latin America, Mexico, Colombia, and the Caribbean.

**Octavio Guzman** — *Creative Director*

Octavio is the quintessential designer/creative director. He started his creative career in the South Florida tourism industry as a designer for Certified Tours. He created high visibility projects for Certified's varied brands like Delta Airlines Dream Vacations, Cayman Air Tours and Continental Grand Destinations. He later worked for Elite Island Resorts, a Caribbean hotelier, where he produced full advertising campaigns, branding and collateral materials for the resorts. Prior to Pace, he was an art director for Disney Consumer Products, where his creative skills were used in a wide variety of projects, from designing actual products to in-store Disney-specific signage, POP displays and several ongoing publications.

Octavio has served as Pace's creative director developing an overwhelming body of work that spans over fifteen years and multiple industries. From tourism to luxury real estate, Octavio delivers cutting edge creative that gets results. His work at Pace has earned a multitude of gold and silver ADDYs as well as many other industry awards.

**Pete Shepard — *Production Director and Motion Graphics Specialist***

Pete has been with Pace for over 15 years and has been part of the production industry for over 25 years. His career included many years in Tallahassee (J.S. Goodson Partners Advertising) and Fort Lauderdale (Sun-Sentinel & Power Images) before working with Pace at the Boca Raton office. At Pace, Pete is responsible for all pre-press production of print collateral within the agency including multi-color and multi-page brochures, inserts, advertisements, billboards, etc. Adept with all of the latest software, Pete is also a professional graphic designer and often lends his support to the art department. During his time with Pace, Pete has had his name appear on many of the various awards received for his creative and production abilities.

In addition to production, Pete is extremely talented in 2D motion graphics and 3D animation. Pete uses his animation skills to create video content, television commercials, motion graphic social media videos and more. Whether he is making a 3D rendering of a car for a casino promotion, or doing a virtual fly through tour of a real estate development, Pete combines his love for production and design with his skills in animation to truly make a story come to life.

### **George Aslanian — *Copywriter***

George creates conceptually driven campaigns and action-inducing copy that builds brands and inspires audiences. With over six years in advertising, he's written for a range of clients across numerous industries. By blending his keen storytelling ability with thoughtful strategic insights, he crafts both digital content and traditional copy that enables clients to seamlessly blend their audience's experiences across virtual and physical worlds. Through captivating multi-media stories, George excels at creating dialogue between brands and their target markets, building a sustainable fan base of loyal consumers and brand advocates. Relevant tourism and hospitality clients that George has in his portfolio include but are not limited to Margaritaville Key West Resort and Marina, Margaritaville Resort Orlando, Sunset Key Cottages, Postcard Inn, La Siesta, Pelican Cove, Amara Cay, The Grove Orlando, Encore at Reunion and Spectrum+ to name a few. George also has led the team with his unique copywriting abilities to win multiple awards, of which, the most recent was a 2019 ADDY Award for a print brochure and website.

In addition to advertising, George has written a graphic novel and numerous short stories, one of which has become a #1 Top Selling New Release in Amazon's Kindle Store.



**Tony Pineda — *Art Director***

Tony specializes in designing multi-layered campaigns. From concept to design, Tony creates all campaign assets with the end goal and big picture in mind. In addition to art directing, Tony is adept at designing infographics that parlay into motion graphic videos. The foundation of all infographic assets is strategically selected, knowing that these components will become visual and put into motion with sound effects. Tony has a BFA from Lynn University and is a 2019 Addy Award winner for his Landmark South Brochure design.

**Roberto Bastidas — *Art Director and Video Production Specialists***

Roberto started in the advertising industry specializing in the design of interactive digital assets for a wide array of industry sectors. Not only does Roberto conceptualize and design these assets, he also codes them with the latest markup languages such as HTML5. Additionally, Roberto serves as second camera in our video department, is an editing assistant, and our agency still photographer.

Roberto holds a Bachelor's in Fine Arts from the Art Institute of Fort Lauderdale. Additionally, he is extremely proficient in various software including: Adobe Animate, and Adobe Suite (Premiere, After Effects, Photoshop, Illustrator and InDesign).

**Mike Gonzalez — *Video Production Manager***

Mike serves as the lead camera operator in our video department, as well as a video editor and motion graphics assistant for our agency. With a background in broadcast, sports videography and theatrical production, Mike manages our on-site and in-house productions as well as post-production. Mike has extensive experience in video production for a vast array of industry sectors including travel, education, sporting events, and high-end luxury real estate.

In addition, Mike is a licensed drone pilot and is extremely well versed in all Adobe editing products including: Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Adobe Illustrator and Adobe Photoshop.

**Morgan Pandula — *Media Planner/Buyer***

Morgan is the Media Planner/Buyer and is skilled in media strategy, planning and placement for all forms of media – particularly within the local Tri-County market. Morgan's role consists of strategy recommendation, negotiating rates, and billing and reconciliation. She ensures that all media is running correctly, efficiently, and to budget. Morgan strives to make the media buying process as easy for clients as possible by providing authorizations, insertion orders to vendors, and detailed monthly billing summaries so that all documents and authorizations are accounted for and properly ordered.

Morgan holds a Bachelors of Arts Degree from Florida Atlantic University.

**Maeghan Gough — Social Media Director (subconsultant)**

Maeghan is a self-proclaimed social media #savant. She is a creative social media and communications specialist with a results-oriented and intuitive approach. With over seven years of experience working in social media, content strategy and digital marketing, she has a depth of knowledge and expertise in developing unique and successful campaigns for clients. Through working directly with clients to further their social experience through comprehensive research and analysis, she ensures consistency of strategy and messaging across multiple platforms. Maeghan has worked with a broad range of clients across a variety of industries, from hospitality, real estate and interior design, to non-profit organizations, fine arts and consumer products.

Maeghan studied Media and Communications at the University of Rhode Island and can be found Facebook'ing, Instagram'ing, Tweet'ing (and any other social media platform you can turn into a verb) at any given time. Her relevant experience includes leading the Rhode Island Conventions and Visitors Bureau from infancy stages of social media to a robust creation of content and social media visibility and growth. Maeghan also led the So Rhode Island campaign with content creation and paid media strategy on various platforms which resulted in an increase of followers and retention.



**Kerry Anderson** — *Media Investment Strategist (subconsultant)*

Kerry has a degree in Mass Communications and 15+ years of agency experience including media planning, evaluation and optimization, marketing strategy, social media, search engine marketing, and market research. Whether it's becoming certified in Google AdWords or Community Management, she prides herself on always staying immersed and knowledgeable in the ever-changing world of industry trends and platforms. Kerry helped launch a branded podcast—which was listed in the iTunes New & Noteworthy section during its first week & has created content that resulted in a client being named a Top 50 Influencer in their field on Twitter; plus she has extensive experience with more than 10 different social media platforms and scheduling software dashboards.

Specific to travel and tourism, Kerry has worked on successful search, display, and remarketing campaigns, consistently delivering measurable results for our clients, increasing their audience traffic, engagement and conversions. Kerry's portfolio of experience includes the Disney Vacation Club resale market (offers, buying requests, calls, etc.) and the Polk Museum of Art's annual fine art festival in downtown Lakeland.

## **Cara Faske — CEO**

Cara's career spans over 30 years and has been dedicated to championing conceptual advertising and innovative design. She has built a reputation for exceptional creativity within the commercial and residential real estate market. With her expertise of the NY market and NY consumers, her ideas and campaigns always break the mold and resonate within the very specific demographic targets for each client. Over the years, Cara has spearheaded strategies and directed marketing campaigns for many of the largest residential and commercial real estate developers and companies in the U.S. Her expertise includes branding, marketing strategy, integrated marketing, traditional and digital advertising, email marketing, and much more.

After founding her own agency, Cara Martin, a successful full-service advertising and branding agency, Cara merged with Pace in 2014 where she later became CEO. With offices in NY and FL, she was able to expand the agency's capabilities with a full complement of services across all.

**Lindy Stalder** — *Account Manager, Orlando Division*

Lindy Stalder is a highly qualified marketing strategist and branding expert with more than 30 years of experience in the Central Florida Region, adding to Pace Branding & Marketing's regional expertise in Florida. He has worked with clients in a wide variety of industries, including banking, energy, manufacturing, hospitality, entertainment, sports marketing and commercial and residential real estate. Lindy has directed a wide range of award-winning projects in his career, including major events for non-profits, multi-media advertising campaigns, collateral packages, new home shows, sales offices, publications, POP displays and TV spots and videos featuring everything from celebrities to the penguins at Sea World.

**Karen Stolzenberg** — *Senior Account Manager*

Karen has been marketing real estate for the last decade. She has supervised and managed many of the agency's most notable accounts in both the commercial and residential sectors and has launched ground breaking campaigns for clients that include Boston Properties, L&L Holdings and Youngwoo to name just a few. Prior to entering the advertising world, Karen worked in the interior decorating business and in product development for JCPenney, Federated and May Department Stores. Karen's fashion background has given her an uncanny ability to spot trends in their very early stages. Her creative insights, efficiency and dedication come through in all she does.

**Michael Schneider** — *Senior Account Manager/Digital Strategist*

As a professional planner, marketer, communicator, team-builder and leader for over 16 years, real and tested experience is an asset that cannot be overlooked. The skills developed and lessons learned over this time have made Michael a valued team member to the account management team.

While working for Pace, Michael has personally managed a client roster that includes many different industries including: Real Estate, Travel and Tourism, College Athletics and Education, Internet Startups, Regional Retail, Spirits, Luxury Automotive, Gaming and Residential Security.

Some of Michael's relevant experience includes the Palm Beach County CVB, 26 Degrees Brewing, Calder Casino and Race Course, Chima Steak House, Boca Raton Airport Authority, and the City of Boca Raton.

Michael holds a Bachelors in Marketing with a Promotional Management Specialty from Florida Atlantic University.

**Sergio Melicio** — *Director of Information Technology*

Sergio Melicio is a multimedia artist with over 25 years of industry experience . His experience ranges from marketing and design, to multimedia and information technology. Originally launching his career in São Paulo, Brazil, Sergio has a unique specialization in that he is both a designer and programmer, which offers a unique skillset to our clients. Prior to Pace, Sergio has spearheaded the launch of multiple video products for Disney and Fox in Brazil, he has served as the Art Director for the Miss Brazil competition, and he also was a manager of a multi-National Internet services company that launched in South America, Canada and Australia.

At Pace, Sergio has successfully managed the web department to take many websites from conception to launch. Some of Sergio's relevant experience includes MoundHouse.org, Chima Brazilian Steak House, 26 Degrees Brewing, Mardi Gras Casino (Hallandale and West Virginia), and Calder Casino and Race Course.

Sergio holds a Bachelors Degree in marketing from the Anhembi Morumbi University in São Paulo, Brazil, and a Master Degree in Visual Special Effects at Digital Media Arts College in Florida.



**Brian Corchiolo** — *Web Developer/Multimedia Programmer (subconsultant)*

Brian knows his way around a website. An innovative, award-winning graphic designer, he's also an expert in programming, including front-end online design and CMS systems. Combine that expertise with his keen understanding of branding, and you have an ideal formula for someone who can create sites that are not only attractive, but fully functional. Always up for tackling new challenges, Brian has created sites using PHP with MySQL, sites based solely on CSS positioning, and sites created entirely with flash. If all that sounds like a foreign language to you, that's okay. Just rest assured that your site is in good hands with this guy, no matter how intricate or challenging the assignment.

**Ruth Agada** — *Web Developer (subconsultant)*

Born and raised in Nigeria, Ruth has always had the eye for visually bringing creativity to life using unique and trending methods applicable for responsive web design, motion graphics and 3D animation. She has earned three Masters of Arts Degrees in Visual Effects Animation, Graphics & Web Design and Film Production, and has earned graphics design awards including ADDY Awards (American Advertising Awards) in Brand Packaging, Mobile Prototype, and Motion Graphics.

### **Yuk-Chun Yu — *Creative Director***

Yuk-Chun is an experienced Creative Director with a strong background in branding and a portfolio of award-winning work that is strategic and highly effective. As a problem-solver, she brings focused and disciplined expertise to our projects, helping clients successfully achieve goals.

Yuk-Chun Yu has over 25 years of residential and commercial real estate experience, plus consumer, corporate and financial expertise with client experience such as Nabisco Masters, U.S. Open, Heineken, JP Morgan Chase, Extell Development, Brown Harris Stevens, Halstead, Brodsky, Boston Properties, Cushman & Wakefield, L&L Holdings, Citi-Habitats, Corcoran Group Marketing, SL Green, CREW New York, Advertising Age, Creativity Magazine, Advanstar Communications, Index Stock Imagery, National Association of Broadcasting and the March of Dimes

Yuk-Chun Yu is a graduate of Fashion Institute of Technology, Advertising Design, BFA.



**Leo Astrologo — *Art Director***

Leo is a Pace veteran of 21 years, having started as a production artist and worked his way to art direction providing creative services including art direction, design, illustration, photo editing/compositing/retouching, coding, video production/motion graphics, and many other aspects of digital/print production and graphic design. His education is Center for Media Arts, NYC and attended the School of Visual Arts Continuing Education studying graphic design, computer graphics and motion graphics.

**Hernan Pascuccelli — *Senior Art Director/Designer (subconsultant)***

Hernan has worked internationally as a designer, art director and creative director for many agencies before joining Pace in 2011. Originally from Buenos Aires, Argentina, Hernan's portfolio spans across many industry sectors and an impressive portfolio of clients including Coca Cola (Spain), Air Europa (Spain/Latam), BBVA(Latam), Chery Socma, Club Dos Trece (Brazil), Galeno, Instituto Ronaldinho (Brazil), Fundación Messi, Adidas (Spain), Marriott Hotels, Pérsicco, Freddo, Burger King, Geo Corp, Rios de España, Citibank, HSBC, NYSE, Correo Argentino, Panisonic, Sony, Porsche, and Honda.

**EDUCATION**

University: Graphic Designer/ Universidad de Buenos Aires FADU, UBA

Postgraduate Course: Strategic Marketing/ Asociación Profesionales de Medios, Buenos Aires.

# Project Approach

2) Describe the prime Vendor's approach to the project (message platform, channel strategy, integration). Include how the prime Vendor will use subconsultants in the project. Provide a sample timeline, for the entire agreement term, demonstrating the process/work program the Vendor would use to fulfill the marketing mission of the GFLCVB; describe major milestones related to planning, production and other recommendations. Describe how the team would develop cost estimates and controls, indicating how they are updated, providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality. Include the following:

2.1. Creative Portfolio: a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality (include printed and digital collateral, out-of-home, broadcast). b. Provide tourism case studies that measure return on investment (ROI) on work developed under the agency's existing executive or creative management. Note - no speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking. c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product. d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.

2.2. Account Management: a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements. b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product.

2.3. Media Planning and Buying: a. Indicate how the team can leverage value-added opportunities. b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships.



# Message Platform

Pace understands the importance of immersing the team in historic campaign deliverables and analytics, evaluating previous research, and meeting with key decision makers and stakeholders in order to articulate a clear vision and brand message. The discovery phase will be a critical component to developing the brand architecture going forward.



# Message Platform

Once complete, Pace's project approach to the message platform will be to evolve the messaging with a laser focus on what further differentiates Fort Lauderdale from any other coastal Beach destination in its competitive set. This must be done in a very organic and authentic way, following trends in travel that show consumers are seeking experiences that help them explore a destination like a local and give them the expert insight to do so. Hello Sunny has been a beloved campaign and very successful. While evolving the message platform, Pace still believes that there are ways to preserve the value and equity of the brand that's been created to date both during the transition phase and the ongoing new message platform. The strategy will be to evolve the dialogue to reflect what consumers are seeking now while embracing what they know and love about the destination and brand already.

For the consumer, the overall strategy and messaging will be geared towards a younger, affluent market of influencers that would garner repeat visitations and also encourage their intimate circle of friends and family to visit the area. The messaging will captivate this audience through use of engaging content and imagery that exploits the unique assets of the market, showcasing the character of Fort Lauderdale through the eyes of locals and tapping into new targeting technologies and mobile.



# Message Platform

The messaging to reach conventions and meeting planners needs to be informative, incentivized and engaging while maintaining the brand architecture of focusing on the many unique assets that Fort Lauderdale has to offer. Additionally, messaging will focus on affordability, convenience, and will position Fort Lauderdale as a powerhouse destination. With a large variety of meeting space options as well as it's proximity to Port Everglades, the Fort Lauderdale-Hollywood International Airport and the addition of Brightline, the Convention Center District and all the new hotel development and renovation, Fort Lauderdale can be positioned in a new and exciting light to group business.

**The key messaging platforms to focus on include but are not limited to:**

- **Beach – its pristine, its iconic, its unlike anything else in the country and especially in the region**
- **Wellness, relaxation**
- **Intracoastal – one of the most elaborate and extensive waterways in the country, perfect to experience nature, watersports, boating**
- **Local/boutique shopping**
- **Casual yet energetic and vibrant atmosphere**
- **Entertainment- nightlife, music, gambling**
- **Culinary**
- **Culture/Diversity (Greater Together Campaign)**

# Channel Strategy and Integration

Pace plans to utilize the messaging platform and brand architecture for various media placements to regional, national and international targets, and implement a specific call to action in effort to increase direct engagement with the brand, whether it be an app download, article reads, social media engagement with shares/likes, completion rates on watching videos, trip planner/builder utilization, booking engines/travel agents, newsletter sign-up, etc.



# Channel Strategy and Integration

Below are some example recommended new tactics for consideration:

In order to increase opt-in subscribers, Pace recommends to develop databases around points of passion that highlight the assets that Fort Lauderdale has to offer such as music, dining, events/entertainment, etc. This is achieved by catering content based on the subscriber's interest with ongoing messaging and communication. This strategy can be applied to category content platforms within an overarching Fort Lauderdale app.

We also recommend a shift in focus within digital platforms to include more targeting to IP addresses by individual device, rather than to households.. While banner/display ads have turned into a standard media investment and are effective in terms of brand awareness, it's the precision targeting that truly captures those hard to reach prospects that are constantly on the go. Even more so than geo-fencing, IP/individual device targeting really hones in on the actual device people are utilizing and serves targeted creative to 90% of websites, minus any children's, online gaming or adult orientated websites. With this tactic, it's the creative messaging and targeted strategy that produces higher conversion and better ROI.

For Meeting planners, we recommend a digital shift that would include more non-traditional ways of targeting media planners such as targeting IP devices within various meeting conventions or tradeshow, and pay-per-click campaigns consisting of specific keywords and/or search terms geared towards meeting planners. Various strategies and geographic targets would be identified in the initial setup, as well as including and bidding on specific competitors keywords/search terms so that the GFLCVB has the necessary visibility to keep the convention center top of mind. Through identifying the various growth opportunities for group sales, it would be recommended to deploy marketing materials that were industry specific.

# Subconsultants

Pace utilizes the services of subconsultants as an extension of our core departments. When contracting subconsultants, we make every effort to work with those who have history with our firm and who have a proven track record within our organization and extensive and ongoing experience working with our clients and internal project management system. The Department Heads manage and ensure quality and efficiency of all subconsultants augmenting their departments.





# Sample Timeline



## MILESTONE

Review of any research that does not currently exist to the public

Executive team meeting with Pace (including identifying roles, understanding goals/objectives and benchmarks for effectiveness, establish a workflow, and identify best processes for meeting deadlines and deliverables)

Review established goals and ensure complete understanding of objectives and how we will measure success ongoing to demonstrate the impact of the CVB on tourism, economic development and visitation.

Audit of all ads, videos, collateral, etc. that are both external and internal

Determine collateral updates and refresh during the transition until the branding architecture is complete

Review results in comparisons with goals/objectives to establish what media placements to keep, modify, or eliminate, as well as review opportunities for new media placements.

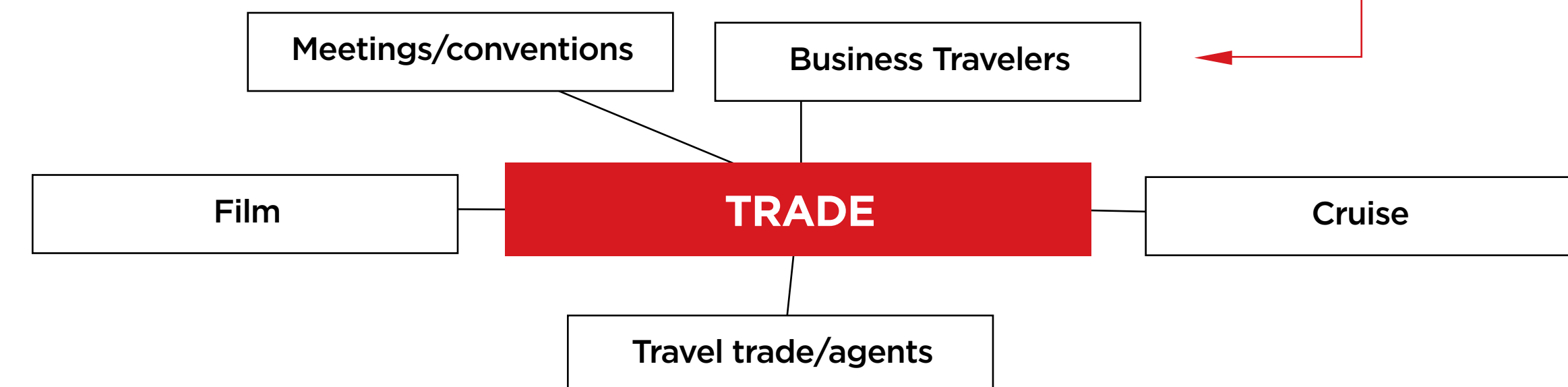
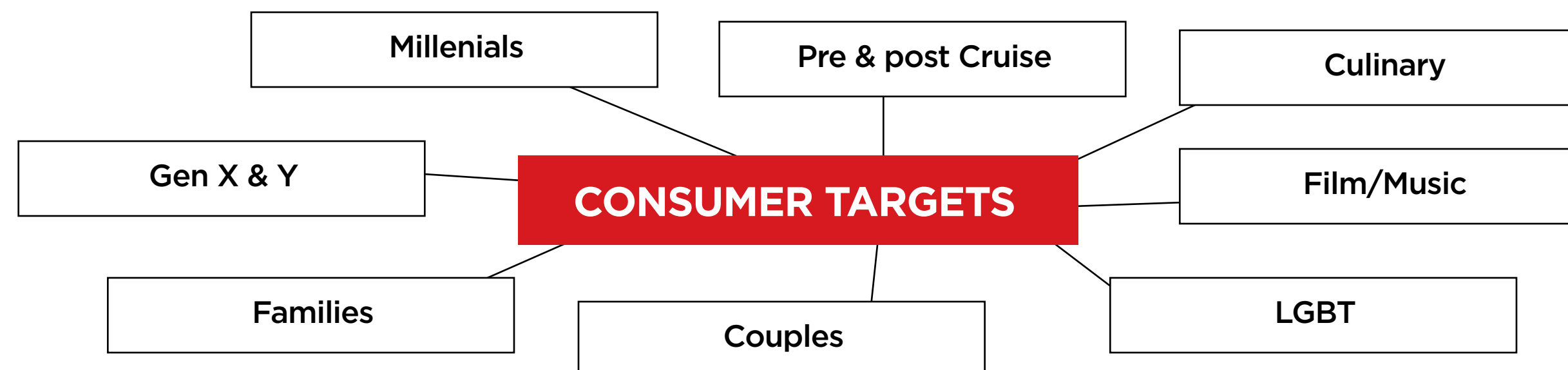
GFLCVB and Pace to discuss the overall rebranding, if there is any equity left in 'Hello Sunny', and the agencies overall process for rebranding the entire GFLCVB, while developing creative that speaks to specific audiences, yet is still cohesive.

Identify any emerging markets/targets

Identify new strategies and assets needed based on new channels or new targets as indicated from research, general market knowledge and the need for seasonal messaging

Create a working list of creative needed globally by channel, by demo consumer and trade while focusing on identified Target Brand Personas: Luxe Lover, Proudly Diverse, Cultured & Cool and Fresh & Surprising, all influencers that seek authentic travel experiences in their own unique ways. We must always keep in mind the Open door/open heart policy while evolving the brand.

**Q1 (OCTOBER - DECEMBER 2019)**



## MILESTONE

Work in conjunction with other GFLCVB partners to ensure cohesiveness across creative assets, tone, and messaging, as well as leverage any value added opportunities.

Pace to present their recommendation and rationale for a rebrand and over arching concepts/options as well as media strategy and tactics to the executive team along with examples of their translation to the various consumer and trade targets and personas by varying overall content/ copy/image/tone. This will demonstrate the strength of the over arching brand message and how its relatable, easily recognized and adaptable while remaining authentic and organic to the destination.

## MILESTONE

Also, we will present new channels/mediums with focus on hyper-local targeting and increased consumer engagement through increased use of new technology.

Create timeline for roll -out of all creative based on key seasonal timing, upcoming deadlines, priorities of the executive team, etc.

Campaign to have a strong focus on usage of imagery and content that explores Fort Lauderdale's unique and authentic experiences that other warm weather destinations do not have or cannot replicate. Taking visitors through "local " experiences with compelling photography, videos and story-telling.

## MILESTONE

Launch the new campaign to various identified markets and demographics

**Q2 (JANUARY – MARCH 2020)**

## MILESTONE

Measure all results from the launch of the rebrand and provide the GFLCVB with ongoing reporting where applicable that highlights trends, insights, opportunities, and optimization recommendations for optimal performance.

Ramp up the in-market campaign with activations and increased media exposure to local and domestic drive markets as various target demographics enjoy the offerings of Fort Lauderdale.

Begin to evaluate budgets and strategy for FY20, prepare media plans/ negotiations, and develop the next phase of the creative campaign that is cohesive and is the evolution of the brand architecture.

Prepare to launch seasonal campaigns in Domestic markets during fall/winter such as New York, Boston, Philadelphia, Washington DC, Dallas and Chicago with various activations, media placements, tradeshow, etc. to garner brand exposure and dominate the various markets with the new rebrand as people are planning their winter travels.

**Q3** (APRIL – JUNE 2020)

**Q4** (JULY – SEPTEMBER 2020)

Years 2 and 3 of the agreement will be spent analyzing and optimizing campaign performance and making the necessary adjustments as tied to the goals and objectives of the GFLCVB including increased millennial visitations, increased in conventions bookings, and overall increase in tourism to the Fort Lauderdale market. And factoring in any new area developments, emerging regional/national travel trends and/or regional/national/international emerging feeder markets or target audiences.

# Cost Estimates and Controls

**Describe how the team will develop cost estimates and controls indicating how they are updated providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality.**

If a project requires a 3rd party vendor quote, Pace will obtain multiple quotes in order to ensure competitive pricing. Additionally, always having budget in mind, Pace will recommend options for production of creative that are value engineered in effort to obtain the most efficient pricing for the GFLCVB. Pace requires a detailed work authorization to be signed prior to any work commencing. All authorized costs, including the approved media budget, are documented in one cohesive document that is updated as adjustments occur and is shared with the appropriate team members.

As outlined in the pricing portion, Pace has estimated monthly hours by function within the agency. The agency will provide regular time audit reports, which highlight all of the jobs for a specified date range, which employee worked on them and for how many hours. Should the actual monthly hours be less than the monthly budgeted hours, Pace will not bill the GFLCVB for any hours not utilized.

# Creative Portfolio

2.1. Creative Portfolio: a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality (include printed and digital collateral, out-of-home, broadcast). b. Provide tourism case studies that measure return on investment (ROI) on work developed under the agency's existing executive or creative management. Note - no speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking. c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product. d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.





# Pace Portfolio

Click Here

[http://paceadv.net/gflcvb/Pace\\_Work\\_FL\\_Travel.pdf](http://paceadv.net/gflcvb/Pace_Work_FL_Travel.pdf)





# Case Study: Discover the Palm Beaches (Conventions and Visitors Bureau of the Palm Beaches)



Ad Conde Naste

**Situation Overview:** In 2009, the Palm Beach County CVB launched a \$1,909 Rebate Program for meeting planners, which coincided with a \$19.09 Final Night Stay promotion for leisure travelers. Both promotions were in recognition of Palm Beach County's 100th anniversary, since the County was founded in the year 1909. The aim was to promote more diverse visitors and to dispel the myth that Palm Beach County is a destination for the rich and famous and unattainable for the average consumer.

**Objective:** To create an integrated media campaign targeting meeting planners in order to promote the PBC CVB's \$1,909 Rebate Program.

**Strategy:** The campaign targeted meeting planners who were booking corporate meetings with 250+ attendees, as well as meeting planners who were booking Association/SMERF meetings. The media campaign consisted of leading Meetings publications, along with targeted e-mail/e-blast deployments that highlighted the \$1,909 meeting rebate program. The campaign was time sensitive, requiring meeting planners to qualify within a six-month window. Meeting planners also had to cancel a previously booked meeting and re-book with the PBC CVB in order to qualify for the \$1,909 rebate.

**Results:** The \$1,909 Rebate Program resulted in an additional 94 qualified bookings, totaling just under 39,450 room nights, which equated to \$4,931,300 in additional revenue. In addition to this specific case study, during our three-year partnership, the Palm Beach CVB experienced over 20 months of increases in occupancy.



# Case Study: Margaritaville Resort Orlando – Groups/Meeting Planners



Double Truck  
Magazine Ad



Email Campaign

**Situation Overview:** Margaritaville Resort Orlando was new to market in the a highly competitive DMA of Orlando, FL. Their goal was to launch a teaser campaign to generate advanced bookings for groups and meetings by showcasing their new and unique offerings to meeting planners.

**Objective:** Launch and build momentum of bookings with group/meeting planners at the newly opened Margaritaville Resort Orlando.

**Strategy:** Utilize relatable and more eye-catching creative to garner the attention of the meeting planner decision makers and focus on the unique selling propositions that hotel has to offer. This was executed through dedicated eblasts, print publications, and collateral distributed to the planners.

**Results:** From 2018 through January 2019, Margaritaville Resort Orlando received a total of 205 group request, of which 4 have confirmed booking and 54 are pending confirmation. The average booking will result in \$10k in Room Revenue and the resort is estimating to confirm approximately \$300k-\$500k from the existing leads they have generated to date.



Digital Banner Ads



# How The Team Approaches The Development Brand Architecture

c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.

When developing brand architecture for a destination or travel product, we begin by researching the unique benefits and attractions of the location, as well as the demographics and interests of the target markets. Then, we develop a conceptually-driven language for the brand that exemplifies their distinct position while engaging their various audiences on a personable level. This conceptually-driven language acts as an overarching throughline that ties together every interaction between specific audiences and the destination. Ultimately, this approach creates cohesive brand experiences that transcend target markets and media channels.





# How The Team Approaches Group Sales Marketing

d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.

d. Our approach to group sales marketing for a destination or travel product begins with the brand architecture. If the brand architecture is sound, then the overarching throughline it creates will be able to weave seamlessly through group-focused advertising and marketing efforts, creating a brand experience that connects with meeting planners on an individual level, while meeting the needs of all decision makers throughout the planning process.





## 2.2 Account Management

2.2. Account Management: a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements. b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product.



# Account Management

a. Once a budget is established, the team will craft a plan inclusive of creative/production fees and media placements and will have a documented flow chart in a shared workspace such as Basecamp, Slack or Google Drive, so that all parties can see the most up-to-date budget as well as what has been approved or what is pending. This document has worked very well for other clients in terms of budget management, timeline for deliverables or run dates, etc.

b. When our team is awarded an account, we submerge ourselves in any and all aspects of the project. Certainly, we have access to research regarding media consumption habits for local and feeder markets as well as ratings for broadcast, top publishers, etc. We also like to have discovery sessions with key people within the organization in order to get their perception, goals and objectives. Our agency has extensive historical experience working directly with Discover the Palm Beaches, and currently, working on the hospitality sector for numerous hotels through Ocean Properties. Additionally, our team collectively has backgrounds in tourism and destination marketing for brands such as Walt Disney World, Fischer Island, Elite Island Resorts and many more.

# Account Management Processes

While every project is unique, requiring tailored procedures and specific activities to be successful, we do have a standard operating plan for initiating and carrying out new projects. These processes vary based on the type of project and scope of services involved but typically includes the following steps:

## Project request received

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**Project details:** Pace account executive to discuss with team from the GFLCVB & set up kickoff meeting.

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**Internal facilitation:** Agency opens job using internal project management software, including timeline/due dates & specifications.

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**Internal facilitation:** Pace account executive creates creative brief with all details about project to serve as guideline for creative department. Internal kickoff meeting may be set to review requirements. Any subconsultants used on the specific task will have access to our internal project management software to ensure timely communications and deliverables.

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**3rd party engagement:** If job requires a 3rd party cost (voiceover talent, music, etc.), Pace sends work authorization to the Client for approval before implementing. Client must sign approval for agency to place anything on their behalf. All approved expenditures, including media spend, are updated regularly on a shared document to ensure budget management and accuracy.

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**Creative development:** Pace creative team begins to execute assignment. Depending on nature of project, this may include copywriting, storyboard/script-writing, motion graphics, art direction and more.

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**Internal creative review:** Account services receive initial round of design from creative department and reviews; internal edits made before first round of deliverables are presented to client. The Account Manager also ensures that all brand standards and guidelines are adhered to within the project.

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**Client deliverables:** Account Manager sends initial project work/design to the Client using preferred channel (email, Basecamp, Slack, or other); sometimes nature of project will require in-person presentation of deliverables.

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**Client review:** The Client reviews material delivered and provides feedback including requested/suggested revisions.

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**Creative revisions:** Creative work is revised and modified per client edits and further collaboration between Pace and the Client.

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**Final deliverables:** Pace provides final project work to client for approval; Pace to provide final work as needed to outside vendors (in various specs depending on utilization).

# Vendor's Approach to Project

The above process is typical for projects that are initiated on a week-to-week basis, with some regularity and familiarity on both the agency and Client sides. Occasionally, some larger projects may require more of an intense initial process of discovery to fully understand the scope, requirements and client expectations. In these cases, we typically initiate the following phases to develop the most thorough and accurate mutual understanding:

## **Phase 1:** *Discovery and Strategic Review*

This phase starts with a kickoff meeting or call with the Client and any relevant members of their team to get a complete and accurate picture of the marketing vision, as well as an understanding of short and long term goals for the project. During this phase, we will review any current and competitive work to determine creative preferences, requirements and direction.

## **Phase 2:** *Concept Development*

Once we are in agreement of strategic objectives, deliverables and visual/ aesthetic goals, we will begin developing creative concepts to present to the College. These concepts are then presented to the Client and further brainstorming, direction and development may be required.

## **Phase 3:** *Execution and Implementation*

Once the Client agrees on a concept, we would move into the individual project steps as outlined in the process that was shared above. Phase 3 Timing: depends on nature of project.

Please note that at all times and for all projects, Pace is open to considering and operating with alternate processes and procedures as requested by the Client. While our procedures are proven and effective, we are always flexible and receptive to alternative systems.



## 2.3 Media

2.3. Media Planning and Buying: a. Indicate how the team can leverage value-added opportunities. b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships.



# Media

a. Our team has a proven track record of achieving over 40% in relevant added value on our media buys. Whether it be on-air sponsorships, event tie-ins, advertorial/editorials, bonus spots, no charge billboards, etc., we are more than confident that we will over deliver and use our agency negotiation power to leverage and provide the GFLCVB with an immense amount of added value.

b. Pace would be prepared to manage the co-op advertising opportunities and leverage media buys/sponsorships in order to engage with participants, inform them of the cost savings and the reach they will be achieving for much less than if they advertised with these media outlets directly. Co-op media placements are critical to the success of the hotel industry, allowing them to promote their business with extraordinary cost savings. Currently, Pace handles the co-op media placements on behalf of Margaritaville Key West Resort & Marina and Sunset Key Cottages through the Monroe County Tourist Development Council.

# Past Performance Evidence of Knowledge and Experience

3) Describe prime Vendor's experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. If Vendor is submitting as a Joint Venture, then Joint Venture's experience shall include the experience of Joint Venture and each Joint Venture partner. Provide a minimum of three projects with references. Vendor should provide references for similar work performed to show evidence of qualifications and previous experience. Refer to Vendor Reference Verification Form and submit as instructed. Only provide references for non-Broward County Board of County Commissioners contracts. For Broward County contracts,

the County will review performance evaluations in its database for vendors with previous or current contracts with the County. The County considers references and performance evaluations in the evaluation of Vendor's past performance. In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference: a. List Firm's project manager and other key professionals involved on the project/contract. b. Identify if the project included any of the following: i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets. ii. Provide description of the organization's services, creative

portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.) iii. Indicate the company's specific expertise in integrated marketing communications. iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.



# Past Performance Evidence of Knowledge and Experience: Broward College

Pace has worked with various clients over the past five years that are similar in scope and duration. A few examples of clients we have worked with over the past five years including length of our relationship, scope of services provided, key team members involved in the project, demographic overview, creative examples, and account processes are all listed below. Additionally, we have supplied Vendor Reference Verification Forms for all of the clients listed below and they are attached for reference.

## **Broward College**

- Duration of Contract: 2013 - Present
- Firm's Project Manager and Key Personnel Assigned to this Account:
  - Julie Bricker — Vice President, Media
  - Melissa Mata — Sr. Account Manager
  - Octavio Guzman — Creative Director
  - Tony Pineda — Art Director
  - Roberto Bastidas — Art Director and Video Production Assistant
  - Mike Gonzalez — Video Production Manager
  - George Aslanian — Copywriter
  - Morgan Pandula — Media Buyer/Planner
- Minority Demographic Markets: All of our advertising efforts, both from a creative and media strategy, include specific creative and media initiatives that are focused on engaging an African American and Latino audience, as Broward College has devoted a large portion of their advertising budget to reaching these markets. These efforts include specific broadcast/cable programming, radio stations, print publications, and social media outreach.
- Description of Services Provided:
  - Creative Concept and Design (overall and program specific) for all internal and external creative assets
  - Enrollment Branding Campaign Design and Development
  - Media Strategy, Buying and Planning ~ Including Added Value Negotiation
  - Video Production (on-site filming and editing)
  - Broadcast Production
  - Drone Aerials and Video
  - Motion Graphics
  - Account Management
  - Website Design and Development
  - Design of Infographics and Other Social Media Creative Assets
- Creative Portfolio Examples:
  - [http://paceadv.net/gflcvb/PACE\\_Broward\\_College\\_Work.pdf](http://paceadv.net/gflcvb/PACE_Broward_College_Work.pdf)
- Specific Account Processes:
  - All client communications are via a shared workspace application called Slack. All projects have their own page in order to keep communication, feedback and files streamlined and organized.
  - Billing for this client is structured with an hourly fee that is billed against a client issued purchase order. The client receives weekly documentation of hours via a utilization report by project and employee as proof of performance for how their hours are being spent.



# Past Performance Evidence of Knowledge and Experience: Broward College

## Expertise in Integrated Marketing Communications:

- The campaigns we devised for Broward College utilized one cohesive overarching message, which was then disseminated across a number of media outlets including TV, radio, billboards, duratrans, print and digital. The TV and YouTube commercials featured real students speaking to the camera from different locations in and around the Broward College campuses. Each student represented a different target market, while each student's line highlighted a different academic program or benefit of attending Broward College. Then, the message was reinforced with print ads, duratrans and billboards that featured images of the students, while the radio and Pandora spots showcased the students' voices. After the campaign debuted, Broward College saw a significant spike in enrollment. So much so, that there were too many applications to process. Our solution for this bottleneck was a, "VIP enrollment process" which used various incentives to encourage students to enroll early.
- Examples of Co-op Advertising Opportunities or leveraged media buys/sponsorships:
  - Pace has consistently delivered over 35% of the annual media buy in relevant added value. Through leveraging our agency buying power, we are able to deliver well above expectation for this client, which has led to increased brand awareness in the form of on-air sponsorships, radio remotes, bonus spots, no charge billboards, advertorial/editorial, event participation, and much more.

# Past Performance Evidence of Knowledge and Experience: Ocean Properties

## Ocean Properties (Hotels include: Margaritaville Resort Orlando, Margaritaville Key West Resort & Marina, and Sunset Key Cottages)

- Duration of Contract: 2018 - Present
- Firm's Project Manager and Key Personnel Assigned to this Account:
  - Diana Riser — President
  - Julie Bricker — Vice President, Media
  - Melissa Mata — Sr. Account Manager
  - Octavio Guzman — Creative Director
  - Tony Pineda — Art Director
  - Roberto Bastidas — Art Director and Video Production Assistant
  - George Aslanian — Copywriter
  - Morgan Pandula — Media Buyer/Planner
- Minority Demographic Markets: All creative concept and design for this client focuses on the physical attributes of their resorts including the wedding and meeting space opportunities.
- Description of Services Provided:
  - Creative Concept and Design (hotel, groups/ meetings, weddings, food and beverage)
  - Digital Concept Creation, Production and Coding
  - Content Creation
  - Co-op Media Strategy, Buying and Planning
  - Drone Aerials and Video
  - Motion Graphics
  - Account Management
  - Design of Social Media Creative Assets
  - Social Media Management
- Creative Portfolio Examples: [http://paceadv.net/gflcvb/Pace\\_Work\\_OP.pdf](http://paceadv.net/gflcvb/Pace_Work_OP.pdf)
- Specific Account Processes:
  - All client communications are via email and organized weekly conference calls. The Account Manager keeps an ongoing agenda of deliverables including status and due date with color-coded notations for assignments from specific team members.
  - Billing for this client is structured with an hourly fee that is billed against an approved monthly retainer amount. The client receives weekly documentation of hours via a utilization report by project and employee as proof of performance for how their hours are being spent.
- Motion Graphics
- Account Management
- Website Design and Development
- Design of Infographics and Other Social Media Creative Assets

# Past Performance Evidence of Knowledge and Experience: Ocean Properties

## Expertise in Integrated Marketing Communications:

- For Margaritaville Resort Orlando, Margaritaville Key West Resort & Marina and Sunset Key Cottages, we launched property-specific campaigns that showcased a cohesive message through highly-targeted print, e-blasts and digital banner ads that guide the prospect through the brand experience until they ultimately book a stay at the resort.
  - Examples of Co-op Advertising Opportunities or leveraged media buys/sponsorships:
- Currently, Pace handles the co-op media placements on behalf of Margaritaville Key West Resort and Marina and Sunset Key Cottages through the Monroe County Tourist Development Council. The co-ops we participate in are discussed with the team collectively, and once we have written approval, we place the selections and bill accordingly. The co-ops are both specific to Key West, as well as generic. Some examples include the following:
  - Key West
  - Coastal Living (print)
  - Travel + Leisure (print)
  - Conde Nast Traveler (print)
  - Winter Digital (CNN.com, Conversant Banners w/:15 sec video, ShermansTravel.com e-Bulletin, Travel Spike Email)
  - Southeast and Texas Spring Digital (CNN.com Pre-Roll, AJC.com E-Newsletter, Charlotte Observer Travel E-Newsletter, DallasNews.com Travel E-Newsletter, Chron.com Travel E-Newsletter)
  - Spring Digital (CNN.com Pre-Roll, Conversant Banners w/:15 video, TravelandLeisure.com E-Newsletter, ShermansTravel.com Travel E-Bulletin, Travel Spike Email)
  - Summer Digital (CNN.com Pre-Roll and Conversant Banners w/:15 video)
  - Generic
  - Coastal Living (print)
  - Afa (print in Visit FL section)
  - NY Times Sunday Magazine (print in Family Travel section)
  - Summer In-State Print (Flamingo Magazine, Weekend Getaways insert in Miami Herald, Indulge Magazine, Destination's Explore Florida and the Caribbean (Sun Sentinel), Explore Florida Magazine (Orlando Sentinel and Tampa Bay Times), The Villages Magazine)
  - Winter Digital Northeast/Midwest (SpotX, CNN.com, ChicagoTribune.com exclusive newsletter, Philly.com travel eblast, Boston.com Travel exclusive e-Newsletter, WashingtonPost.com Travel e-Newsletter Sponsorship)
  - National Winter Print/Digital (Lonely Planet Magazine and e-Newsletter, BudgetTravel.com, NYTimes.com Mobile Flex Frame)
  - Bride's Magazine (print in Visit FL section)
  - Meetings Digital/Print (Meetings and Conventions — targeted email to meeting planners and email plus retargeting banners to meeting planners), Incentive Magazine — traveler e-Newsletter, Meetings and Conventions Magazine — Meeting Planners Guide to FL



# Past Performance Evidence of Knowledge and Experience: Boca Raton Regional Hospital

## Boca Raton Regional Hospital

- Duration of Contract: 2013 - Present
- Firm's Project Manager and Key Personnel Assigned to this Account:
  - Julie Bricker — Vice President, Media
  - Morgan Pandula — Media Buyer/Planner
  - Kerry Anderson — Media Investment Strategist
  - Mike Gonzalez — Video Production Manager
- Minority Demographic Markets: The primary demographic for this client is A55+. Our media mix is reflective of a mass-market approach to cover all of Palm Beach County, while expanding the BRRH geographic footprint into North Broward County.
- Description of Services Provided:
  - Media Strategy, Buying and Planning  
~ Including Added Value Negotiation
  - Video Production (on-site filming and editing)
  - Account Management
- Creative Portfolio Examples: [http://paceadv.net/gflcvb/PACE\\_Boca\\_Raton\\_Regional\\_Hospital.pdf](http://paceadv.net/gflcvb/PACE_Boca_Raton_Regional_Hospital.pdf)
- Specific Account Processes:
  - All service lines for the hospital need to be billed separately and act as separate media plans, all while achieving the overall goal of branding the hospital as a whole entity.
  - Billing for this client is structured on a percentage of the approved gross media spends. Additionally, there are separate projects for creative services that are billed above and beyond, based on the scope of the project.

## Expertise in Integrated Marketing Communications:

- Pace works closely with the executive management and design team at Boca Raton Regional Hospital in efforts to streamline communication by service line while still promoting the overall hospital brand. Our media buys are strategically crafted so that we are not over saturating the market. We intentionally stagger our flight dates for each service line in order to have an effective media buy in terms of reach and frequency, while maintaining a cohesive message for the overall hospital.
- Examples of Co-op Advertising Opportunities or leveraged media buys/sponsorships:
  - Pace has consistently delivered over 40% of the annual media buy in relevant added value. Through leveraging our agency buying power, we are able to deliver well above expectation for this client and their added value initiatives have led to increased brand awareness and have contributed to six straight years of growth for the hospital in the form of on-air sponsorships, bonus spots, bonus print ads and digital banner ads, advertorial/editorial and much more.

# Past Performance Evidence of Knowledge and Experience: Boca Raton Airport Authority

## Boca Raton Airport Authority

- Duration of Contract: 2013 - Present
- Firm's Project Manager and Key Personnel Assigned to this Account:
  - Michael Schneider — Sr. Account Director
  - Julie Bricker — Vice President, Media
  - Morgan Pandula — Media Buyer/Planner
  - Kerry Anderson — Media Investment Strategist
  - George Aslanian — Copywriter
  - Octavio Guzman — Creative Director
  - Tony Pineda — Art Director
  - Roberto Bastidas — Art Director and Video Production Assistant
  - Mike Gonzalez — Video Production Manager
- Minority Demographic Markets: The Boca Raton Airport Authority, also known as the BRAA, appeals to the local community within Boca Raton and the immediate surrounding areas. The BRAA, which has an executive leadership team of all women, utilizes marketing materials that are focused on being inclusive, supporting the BRAA's position as a good neighbor and an invaluable community partner.
- Description of Services Provided:
  - Creative Concept and Design
  - Digital Concept Creation, Production and Coding
  - Content Creation
  - Video Production (on-site filming and editing)
  - Drone Aerials and Video
  - Motion Graphics
  - Account Management
  - Community Engagement
  - Design of Social Media Creative Assets
  - Social Media Management
  - Production Management

- Creative Portfolio Examples: [http://paceadv.net/gflcvb/PACE\\_Boca\\_Raton\\_Airport\\_Work.pdf](http://paceadv.net/gflcvb/PACE_Boca_Raton_Airport_Work.pdf)
- Specific Account Processes:
  - All marketing materials are to be focused on increasing brand awareness and community engagement. The effectiveness of all campaigns are shared monthly with the Boca Raton Airport Authority Board Members.
  - Billing for this client is by a retainer fee based on a certain amount of monthly hours for agency time.

## Expertise in Integrated Marketing Communications:

- Since the Boca Raton Airport's primary objective is to increase awareness and to advance its position as an invaluable community partner, our integrated marketing communications for the BRAA embody the Airport's tagline — "Helping our Community Soar." We weave this "Helping our Community Soar" narrative through print ads, press releases, blog posts and events as well as long and short form video, further solidifying the Airport's position within Boca Raton and South Palm Beach County.
- Examples of Co-op Advertising Opportunities or leveraged media buys/sponsorships:
  - The vision for this client is rooted on developing an overall positive association for the airport with the local community and its leaders. For example, the BRAA was the premier sponsor for the Boca Raton 4th of July Independence Day Celebration focusing on engagement with the local community and promoting the aviation industry to all residents, especially to youth and those who do not currently utilize the airports primary functions.

# Prime Vendor List All Completed and Active Projects.

4) For the prime Vendor only, list all completed and active projects that Vendor has managed within the past five years. In addition, list all projected projects that Vendor will be working on in the near future. Identify any current or future clients with any potential conflicts of interest. Projected projects will be defined as a project(s) that Vendor is awarded a contract but the Notice to Proceed has not been issued. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects. Were there or will there be any challenges for any of the listed projects? If so, describe how Vendor dealt or will deal with the projects' challenges.





# List All Completed and Active Projects

<b>Broward College — active</b>
<b>Georgia Southern University — active</b>
<b>Florida Atlantic University — active</b>
<b>Boca Raton Regional Hospital — active</b>
<b>City of Boca Raton — active</b>
<b>Envera Security Solutions — active</b>
<b>Boca Raton Airport Authority — active</b>
<b>SobelCo Developments — active</b>
<b>Landmark South (Doral) — active</b>
<b>Ocean Properties - active</b>
<b>Margaritaville Resort Orlando — active</b>
<b>Margaritaville Key West Resort and Marina — active</b>
<b>Sunset Key Cottages — active</b>
<b>Islamorada Resort Collection - active</b>
<b>Amara Cay Resort — active</b>
<b>La Siesta Resort — active</b>
<b>Postcard Inn at Holiday Isle — active</b>
<b>Pelican Cove Resort and Marina — active</b>
<b>Encore at Reunion — active</b>
<b>Spectrum Plus — active</b>
<b>Elite Homes — active</b>

<b>Ascend Properties — active</b>
<b>PointeMidtown — active</b>
<b>Mound House Fort Myers Beach — active</b>
<b>The Manors at the Colony Preserve — active</b>
<b>Colony Reserve — active</b>
<b>Unified Physicians Management — active</b>
<b>13th Floor Homes — completed</b>
<b>Miami Marlins — completed</b>
<b>Bristol Palm Beach — completed</b>
<b>Venetian Pointe — completed</b>
<b>Global Response — completed</b>
<b>Global Safes — completed</b>
<b>Juno Bay Colony — completed</b>
<b>Groundstone — completed</b>
<b>Mardi Gras Casino — completed</b>
<b>Calder Casino and Race Course — completed</b>
<b>26 Degree Brewing Co. — completed</b>
<b>Centerra — completed</b>

Pace anticipates all clients listed as active to continue on with the agency. While we are always actively seeking new business, there is nothing specific to anticipate at this time. Additionally, in terms of challenges from past or current accounts, certainly those exist. However, our team utilizes challenges to showcase our problem solving capabilities. Whether it be opposing opinions on creative concept or “too many cooks in the kitchen” when it comes to making a decision, challenges present themselves in various capacities throughout the course of a contract, and our agency likes to deal with them head on in the form of solution-based discussions that lead to a middle ground that everyone can agree on and that is ultimately successful in terms of results for our clients.

# Pricing



# Pricing

Estimated Account/Media Management Hours	600 per month	7,200 annually	\$936,000 annually
Estimated Creative Hours	665 per month	7,980 annually	\$1,037,400 annually
Estimated Production Hard Costs*	\$67.000 per month		\$804,000 annually
(Exact monthly allocation to be determined)			<b>\$2,777,400 annually</b> /\$231,450 monthly

Media Budget (no commissions allowed)	\$4,000,000 annually
Extra Media Spend Above the \$4M (commission allowed)	\$720,000 annually
Total Est. FY Annual Budget:	<b>\$7,497,400 annually</b>

EST. MONTHLY HOURLY BREAKDOWN	EST. HOURS**
Account Management	350
Creative Design	665
Creative	350
Copywriting	100
Production Direction	75
Video	40
Social Media	75
Administrative	25

\*This is the estimated annual budget for any third party production expenditures including but not limited to Printing/Collateral including annual vacation guide, meetings guide, Superior Small Lodging directory, Visitors Map brochure and others as needed), App Development, Postage, Translation Services, Tradeshow Displays, Pop-up Activations, any cost associated with video production/photo shoots, etc. As outlined in the RFP and the Q and A responses, all production costs are to be included in the flat monthly service fee, upon a discovery meeting with the client, the agency will create an outline of costs within these budget parameters to ensure we meet objectives but stay within the allocated amount for various initiatives.

\*\*The GFLCVB will not be billed for agency hours that are not utilized.

**Supplier: Pace Communications Group, Inc.**

**Standard Instructions to Vendors  
Request for Proposals, Request for Qualifications, or Request for Letters of Interest**

Vendors are instructed to read and follow the instructions carefully, as any misinterpretation or failure to comply with instructions may lead to a Vendor's submittal being rejected.

**Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. Refer to the [Purchasing Division website](#) or contact BidSync for submittal instructions.**

**A. Responsiveness Criteria:**

In accordance with Broward County Procurement Code Section 21.8.b.65, a Responsive Bidder [Vendor] means a person who has submitted a proposal which conforms in all material respects to a solicitation. The solicitation submittal of a responsive Vendor must be submitted on the required forms, which contain all required information, signatures, notarizations, insurance, bonding, security, or other mandated requirements required by the solicitation documents to be submitted at the time of proposal opening.

Failure to provide the information required below at the time of submittal opening may result in a recommendation Vendor is non-responsive by the Director of Purchasing. The Selection or Evaluation Committee will determine whether the firm is responsive to the requirements specified herein. The County reserves the right to waive minor technicalities or irregularities as is in the best interest of the County in accordance with Section 21.30.f.1(c) of the Broward County Procurement Code.

Below are standard responsiveness criteria; refer to **Special Instructions to Vendors**, for Additional Responsiveness Criteria requirement(s).

**1. Lobbyist Registration Requirement Certification**

Refer to **Lobbyist Registration Requirement Certification**. The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

**2. Addenda**

The County reserves the right to amend this solicitation prior to the due date. Any change(s) to this solicitation will be conveyed through the written addenda process. Only written addenda will be binding. If a "must" addendum is issued, Vendor must follow instructions and submit required information, forms, or acknowledge addendum, as instructed therein. It is the responsibility of all potential Vendors to monitor the solicitation for any changing information, prior to submitting their response.

**B. Responsibility Criteria:**

Definition of a Responsible Vendor: In accordance with Section 21.8.b.64 of the Broward County Procurement Code, a Responsible Vendor means a Vendor who has the capability in all respects to perform the contract requirements, and the integrity and reliability which will assure good faith performance.

The Selection or Evaluation Committee will recommend to the awarding authority a determination of



a Vendor's responsibility. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award.

Failure to provide any of this required information and in the manner required may result in a recommendation by the Director of Purchasing that the Vendor is non-responsive.

Below are standard responsibility criteria; refer to **Special Instructions to Vendors**, for Additional Responsibility Criteria requirement(s).

## 1. **Litigation History**

- a. All Vendors are required to disclose to the County all "material" cases filed, pending, or resolved during the last three (3) years prior to the solicitation response due date, whether such cases were brought by or against the Vendor, any parent or subsidiary of the Vendor, or any predecessor organization. Additionally, all Vendors are required to disclose to the County all "material" cases filed, pending, or resolved against any principal of Vendor, regardless of whether the principal was associated with Vendor at the time of the "material" cases against the principal, during the last three (3) years prior to the solicitation response. A case is considered to be "material" if it relates, in whole or in part, to any of the following:
  - i. A similar type of work that the vendor is seeking to perform for the County under the current solicitation;
  - ii. An allegation of fraud, negligence, error or omissions, or malpractice against the vendor or any of its principals or agents who would be performing work under the current solicitation;
  - iii. A vendor's default, termination, suspension, failure to perform, or improper performance in connection with any contract;
  - iv. The financial condition of the vendor, including any bankruptcy petition (voluntary and involuntary) or receivership; or
  - v. A criminal proceeding or hearing concerning business-related offenses in which the vendor or its principals (including officers) were/are defendants.
- b. For each material case, the Vendor is required to provide all information identified in the **Litigation History Form**. Additionally, the Vendor shall provide a copy of any judgment or settlement of any material case during the last three (3) years prior to the solicitation response. Redactions of any confidential portions of the settlement agreement are only permitted upon a certification by Vendor that all redactions are required under the express terms of a pre-existing confidentiality agreement or provision.
- c. The County will consider a Vendor's litigation history information in its review and determination of responsibility.
- d. If the Vendor is a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture.
- e. A vendor is required to disclose to the County any and all cases(s) that exist between the County and any of the Vendor's subcontractors/subconsultants proposed to work on this project during the last five (5) years prior to the solicitation response.
- f. Failure to disclose any material case, including all requested information in connection with each such case, as well as failure to disclose the Vendor's subcontractors/subconsultants litigation history against the County, may result in the Vendor being deemed non-responsive.

## 2. **Financial Information**

- a. All Vendors are required to provide the Vendor's financial statements at the time of submittal

in order to demonstrate the Vendor's financial capabilities.

- b. Each Vendor shall submit its most recent two years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements will be in the form of:
  - i. Balance sheets, income statements and annual reports; or
  - ii. Tax returns; or
  - iii. SEC filings.

If tax returns are submitted, ensure it does not include any personal information (as defined under Florida Statutes Section 501.171, Florida Statutes), such as social security numbers, bank account or credit card numbers, or any personal pin numbers. If any personal information data is part of financial statements, redact information prior to submitting a response the County.

- c. If a Vendor has been in business for less than the number of years of required financial statements, then the Vendor must disclose all years that the Vendor has been in business, including any partial year-to-date financial statements.
- d. The County may consider the unavailability of the most recent year's financial statements and whether the Vendor acted in good faith in disclosing the financial documents in its evaluation.
- e. Any claim of confidentiality on financial statements should be asserted at the time of submittal. Refer to **Standard Instructions to Vendors**, Confidential Material/ Public Records and Exemptions for instructions on submitting confidential financial statements. The Vendor's failure to provide the information as instructed may lead to the information becoming public.
- f. Although the review of a Vendor's financial information is an issue of responsibility, the failure to either provide the financial documentation or correctly assert a confidentiality claim pursuant the Florida Public Records Law and the solicitation requirements (Confidential Material/ Public Records and Exemptions section) may result in a recommendation of non-responsiveness by the Director of Purchasing.

### 3. Authority to Conduct Business in Florida

- a. A Vendor must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.
- b. The County will review the Vendor's business status based on the information provided in response to this solicitation.
- c. It is the Vendor's responsibility to comply with all state and local business requirements.
- d. Vendor should list its active Florida Department of State Division of Corporations Document Number (or Registration No. for fictitious names) in the **Vendor Questionnaire**, Question No. 10.
- e. If a Vendor is an out-of-state or foreign corporation or partnership, the Vendor must obtain the authority to transact business in the State of Florida or show evidence of application for the authority to transact business in the State of Florida, upon request of the County.
- f. A Vendor that is not in good standing with the Florida Secretary of State at the time of a

submission to this solicitation may be deemed non-responsible.

- g. If successful in obtaining a contract award under this solicitation, the Vendor must remain in good standing throughout the contractual period of performance.

#### 4. Affiliated Entities of the Principal(s)

- a. All Vendors are required to disclose the names and addresses of “affiliated entities” of the Vendor’s principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County. The Vendor is required to provide all information required on the **Affiliated Entities of the Principal(s) Certification Form**.
- b. The County will review all affiliated entities of the Vendor’s principal(s) for contract performance evaluations and the compliance history with the County’s Small Business Program, including CBE, DBE and SBE goal attainment requirements. “Affiliated entities” of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor’s principals in its review and determination of responsibility.

#### 5. Insurance Requirements

The **Insurance Requirement Form** reflects the insurance requirements deemed necessary for this project. It is not necessary to have this level of insurance in effect at the time of submittal, but it is necessary to submit certificates indicating that the Vendor currently carries the insurance or to submit a letter from the carrier indicating it can provide insurance coverages.

#### C. Additional Information and Certifications

The following forms and supporting information (if applicable) should be returned with Vendor’s submittal. If not provided with submittal, the Vendor must submit within three business days of County’s request. Failure to timely submit may affect Vendor’s evaluation.

##### 1. Vendor Questionnaire

Vendor is required to submit detailed information on their firm. Refer to the **Vendor Questionnaire** and submit as instructed.

##### 2. Standard Certifications

Vendor is required to certify to the below requirements. Refer to the **Standard Certifications** and submit as instructed.

- a. **Cone of Silence Requirement Certification**
- b. **Drug-Free Workplace Certification**
- c. **Non-Collusion Certification**
- d. **Public Entities Crimes Certification**
- e. **Scrutinized Companies List Certification**

##### 3. Subcontractors/Subconsultants/Suppliers Requirement

The Vendor shall submit a listing of all subcontractors, subconsultants, and major material suppliers, if any, and the portion of the contract they will perform. Vendors must follow the instructions included on the **Subcontractors/Subconsultants/Suppliers Information Form** and submit as instructed.

#### D. Standard Agreement Language Requirements

1. The acceptance of or any exceptions taken to the terms and conditions of the County's Agreement shall be considered a part of a Vendor's submittal and will be considered by the Selection or Evaluation Committee.
2. The applicable Agreement terms and conditions for this solicitation are indicated in the **Special Instructions to Vendors**.
3. Vendors are required to review the applicable terms and conditions and submit the **Agreement Exception Form**. If the **Agreement Exception Form** is not provided with the submittal, it shall be deemed an affirmation by the Vendor that it accepts the Agreement terms and conditions as disclosed in the solicitation.
4. If exceptions are taken, the Vendor must specifically identify each term and condition with which it is taking an exception. Any exception not specifically listed is deemed waived. Simply identifying a section or article number is not sufficient to state an exception. Provide either a redlined version of the specific change(s) or specific proposed alternative language. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.
5. Submission of any exceptions to the Agreement does not denote acceptance by the County. Furthermore, taking exceptions to the County's terms and conditions may be viewed unfavorably by the Selection or Evaluation Committee and ultimately may impact the overall evaluation of a Vendor's submittal.

#### E. Evaluation Criteria

1. The Selection or Evaluation Committee will evaluate Vendors as per the **Evaluation Criteria**. The County reserves the right to obtain additional information from a Vendor.
2. Vendor has a continuing obligation to inform the County in writing of any material changes to the information it has previously submitted. The County reserves the right to request additional information from Vendor at any time.
3. For Request for Proposals, the following shall apply:
  - a. The Director of Purchasing may recommend to the Evaluation Committee to short list the most qualified firms prior to the Final Evaluation.
  - b. The Evaluation Criteria identifies points available; a total of 100 points is available.
  - c. If the Evaluation Criteria includes a request for pricing, the total points awarded for price is determined by applying the following formula:
$$\frac{(\text{Lowest Proposed Price}/\text{Vendor's Price}) \times (\text{Maximum Number of Points for Price})}{= \text{Price Score}}$$
  - d. After completion of scoring, the County may negotiate pricing as in its best interest.
4. For Requests for Letters of Interest or Request for Qualifications, the following shall apply:
  - a. The Selection or Evaluation Committee will create a short list of the most qualified firms.
  - b. The Selection or Evaluation Committee will either:

- i. Rank shortlisted firms; or
- ii. If the solicitation is part of a two-step procurement, shortlisted firms will be requested to submit a response to the Step Two procurement.

## **F. Demonstrations**

If applicable, as indicated in Special Instructions to Vendors, Vendors will be required to demonstrate the nature of their offered solution. After receipt of submittals, all Vendors will receive a description of, and arrangements for, the desired demonstration. In accordance with Section 286.0113 of the Florida Statutes and pursuant to the direction of the Broward County Board of Commissioners, demonstrations are closed to only the vendor team and County staff.

## **G. Presentations**

Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) will have an opportunity to make an oral presentation to the Selection or Evaluation Committee on the Vendor's approach to this project and the Vendor's ability to perform. The committee may provide a list of subject matter for the discussion. All Vendor's will have equal time to present but the question-and-answer time may vary. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, presentations during Selection or Evaluation Committee Meetings are closed. Only the Selection or Evaluation Committee members, County staff and the vendor and their team scheduled for that presentation will be present in the Meeting Room during the presentation and subsequent question and answer period.

## **H. Public Art and Design Program**

If indicated in **Special Instructions to Vendors**, Public Art and Design Program, Section 1-88, Broward County Code of Ordinances, applies to this project. It is the intent of the County to functionally integrate art, when applicable, into capital projects and integrate artists' design concepts into this improvement project. The Vendor may be required to collaborate with the artist(s) on design development within the scope of this request. Artist(s) shall be selected by Broward County through an independent process. For additional information, contact the Broward County Cultural Division.

## **I. Committee Appointment**

The Cone of Silence shall be in effect for County staff at the time of the Selection or Evaluation Committee appointment and for County Commissioners and Commission staff at the time of the Shortlist Meeting of the Selection Committee or the Initial Evaluation Meeting of the Evaluation Committee. The committee members appointed for this solicitation are available on the Purchasing Division's website under [Committee Appointment](#).

## **J. Committee Questions, Request for Clarifications, Additional Information**

At any committee meeting, the Selection or Evaluation Committee members may ask questions, request clarification, or require additional information of any Vendor's submittal or proposal. It is highly recommended Vendors attend to answer any committee questions (if requested), including a Vendor representative that has the authority to bind.

Vendor's answers may impact evaluation (and scoring, if applicable). Upon written request to the Purchasing Agent prior to the meeting, a conference call number will be made available for Vendor participation via teleconference. Only Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) are requested to participate in a final (or presentation) Selection or Evaluation committee meeting.

## **K. Vendor Questions**

The County provides a specified time for Vendors to ask questions and seek clarification regarding solicitation requirements. All questions or clarification inquiries must be submitted through BidSync by the date and time referenced in the solicitation document (including any addenda). The County will respond to questions via Bid Sync.

## **L. Confidential Material/ Public Records and Exemptions**

1. Broward County is a public agency subject to Chapter 119, Florida Statutes. Upon receipt, all submittals become "public records" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes. Submittals may be posted on the County's public website or included in a public records request response, unless there is a declaration of "confidentiality" pursuant to the public records law and in accordance with the procedures in this section.
2. Any confidential material(s) the Vendor asserts is exempt from public disclosure under Florida Statutes must be labeled as "Confidential", and marked with the specific statute and subsection asserting exemption from Public Records.
3. To submit confidential material, three hardcopies must be submitted in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division  
115 South Andrews Avenue, Room 212  
Fort Lauderdale, FL 33301

4. Material will not be treated as confidential if the Vendor does not cite the applicable Florida Statute (s) allowing the document to be treated as confidential.
5. Any materials that the Vendor claims to be confidential and exempt from public records must be marked and separated from the submittal. If the Vendor does not comply with these instructions, the Vendor's claim for confidentiality will be deemed as waived.
6. Submitting confidential material may impact full discussion of your submittal by the Selection or Evaluation Committee because the Committee will be unable to discuss the details contained in the documents cloaked as confidential at the publicly noticed Committee meeting.

## **M. Copyrighted Materials**

Copyrighted material is not exempt from the Public Records Law, Chapter 119, Florida Statutes. Submission of copyrighted material in response to any solicitation will constitute a license and permission for the County to make copies (including electronic copies) as reasonably necessary for the use by County staff and agents, as well as to make the materials available for inspection or production pursuant to Public Records Law, Chapter 119, Florida Statutes.

## **N. State and Local Preferences**

If the solicitation involves a federally funded project where the fund requirements prohibit the use of state and/or local preferences, such preferences contained in the Local Preference Ordinance and Broward County Procurement Code will not be applied in the procurement process.

## **O. Local Preference**

Except where otherwise prohibited by federal or state law or other funding source restrictions, a local Vendor whose submittal is within 5% of the highest total ranked Vendor outside of the preference area will become the Vendor with whom the County will proceed with negotiations for a



final contract. Refer to **Local Vendor Certification Form (Preference and Tiebreaker)** for further information.

## **P. Tiebreaker Criteria**

In accordance with Section 21.31.d of the Broward County Procurement Code, the tiebreaker criteria shall be applied based upon the information provided in the Vendor's response to the solicitation. In order to receive credit for any tiebreaker criterion, complete and accurate information must be contained in the Vendor's submittal.

1. **Local Vendor Certification Form (Preference and Tiebreaker);**
2. **Domestic Partnership Act Certification (Requirement and Tiebreaker);**
3. **Tiebreaker Criteria Form: Volume of Work Over Five Years**

## **Q. Posting of Solicitation Results and Recommendations**

The Broward County Purchasing Division's [website](#) is the location for the County's posting of all solicitations and contract award results. It is the obligation of each Vendor to monitor the website in order to obtain complete and timely information.

## **R. Review and Evaluation of Responses**

A Selection or Evaluation Committee is responsible for recommending the most qualified Vendor(s). The process for this procurement may proceed in the following manner:

1. The Purchasing Division delivers the solicitation submittals to agency staff for summarization for the committee members. Agency staff prepares a report, including a matrix of responses submitted by the Vendors. This may include a technical review, if applicable.
2. Staff identifies any incomplete responses. The Director of Purchasing reviews the information and makes a recommendation to the Selection or Evaluation Committee as to each Vendor's responsiveness to the requirements of the solicitation. The final determination of responsiveness rests solely on the decision of the committee.
3. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award. The awarding authority may consider the following factors, without limitation: debarment or removal from the authorized Vendors list or a final decree, declaration or order by a court or administrative hearing officer or tribunal of competent jurisdiction that the Vendor has breached or failed to perform a contract, claims history of the Vendor, performance history on a County contract(s), an unresolved concern, or any other cause under this code and Florida law for evaluating the responsibility of a Vendor.

## **S. Vendor Protest**

Sections 21.118 and 21.120 of the Broward County Procurement Code set forth procedural requirements that apply if a Vendor intends to protest a solicitation or proposed award of a contract and state in part the following:

1. Any protest concerning the solicitation or other solicitation specifications or requirements must be made and received by the County within seven business days from the posting of the solicitation or addendum on the Purchasing Division's website. Such protest must be made in writing to the Director of Purchasing. Failure to timely protest solicitation specifications or requirements is a waiver of the ability to protest the specifications or requirements.

2. Any protest concerning a solicitation or proposed award above the award authority of the Director of Purchasing, after the RLI or RFP opening, shall be submitted in writing and received by the Director of Purchasing within five business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
3. Any actual or prospective Vendor who has a substantial interest in and is aggrieved in connection with the proposed award of a contract that does not exceed the amount of the award authority of the Director of Purchasing, may protest to the Director of Purchasing. The protest shall be submitted in writing and received within three (3) business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
4. For purposes of this section, a business day is defined as Monday through Friday between 8:30 a.m. and 5:00 p.m. Failure to timely file a protest within the time prescribed for a proposed contract award shall be a waiver of the Vendor's right to protest.
5. As a condition of initiating any protest, the protestor shall present the Director of Purchasing a nonrefundable filing fee in accordance with the table below.

<u>Estimated Contract Amount</u>	<u>Filing Fee</u>
\$30,000 - \$250,000	\$ 500
\$250,001 - \$500,000	\$1,000
\$500,001 - \$5 million	\$3,000
Over \$5 million	5,000

If no contract proposal amount was submitted, the estimated contract amount shall be the County's estimated contract price for the project. The County may accept cash, money order, certified check, or cashier's check, payable to Broward County Board of Commissioners.

## **T. Right of Appeal**

Pursuant to Section 21.83.d of the Broward County Procurement Code, any Vendor that has a substantial interest in the matter and is dissatisfied or aggrieved in connection with the Selection or Evaluation Committee's determination of responsiveness may appeal the determination pursuant to Section 21.120 of the Broward County Procurement Code.

1. The appeal must be in writing and sent to the Director of Purchasing within ten (10) calendar days of the determination by the Selection or Evaluation Committee to be deemed timely.
2. As required by Section 21.120, the appeal must be accompanied by an appeal bond by a Vendor having standing to protest and must comply with all other requirements of this section.
3. The institution and filing of an appeal is an administrative remedy to be employed prior to the institution and filing of any civil action against the County concerning the subject matter of the appeal.

## **U. Rejection of Responses**

The Selection or Evaluation Committee may recommend rejecting all submittals as in the best interests of the County. The rejection shall be made by the Director of Purchasing, except when a solicitation was approved by the Board, in which case the rejection shall be made by the Board.

## V. Negotiations

The County intends to conduct the first negotiation meeting no later than two weeks after approval of the final ranking as recommended by the Selection or Evaluation Committee. At least one of the representatives for the Vendor participating in negotiations with the County must be authorized to bind the Vendor. In the event that the negotiations are not successful within a reasonable timeframe (notification will be provided to the Vendor) an impasse will be declared and negotiations with the first-ranked Vendor will cease. Negotiations will begin with the next ranked Vendor, etc. until such time that all requirements of Broward County Procurement Code have been met. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, negotiations resulting from Selection or Evaluation Committee Meetings are closed. Only County staff and the selected vendor and their team will be present during negotiations.

## W. Submittal Instructions:

1. Broward County does not require any personal information (as defined under Section 501.171, Florida Statutes), such as social security numbers, driver license numbers, passport, military ID, bank account or credit card numbers, or any personal pin numbers, in order to submit a response for ANY Broward County solicitation. DO NOT INCLUDE any personal information data in any document submitted to the County. If any personal information data is part of a submittal, this information must be redacted prior to submitting a response to the County.
2. **Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync.** It is the Vendor's sole responsibility to assure its response is submitted and received through BidSync by the date and time specified in the solicitation.
3. The County will not consider solicitation responses received by other means. Vendors are encouraged to submit their responses in advance of the due date and time specified in the solicitation document. In the event that the Vendor is having difficulty submitting the solicitation document through Bid Sync, immediately notify the Purchasing Agent and then contact BidSync for technical assistance.
4. Vendor must view, submit, and/or accept each of the documents in BidSync. Web-fillable forms can be filled out and submitted through BidSync.
5. After all documents are viewed, submitted, and/or accepted in BidSync, the Vendor must upload additional information requested by the solicitation (i.e. Evaluation Criteria and Financials Statements) in the Item Response Form in BidSync, under line one (regardless if pricing requested).
6. Vendor should upload responses to Evaluation Criteria in Microsoft Word or Excel format.
7. If the Vendor is declaring any material confidential and exempt from Public Records, refer to Confidential Material/ Public Records and Exemptions for instructions on submitting confidential material.
8. After all files are uploaded, Vendor must submit and **CONFIRM** its offer (by entering password) for offer to be received through BidSync.

9. If a solicitation requires an original Proposal Bond (per Special Instructions to Vendors), Vendor must submit in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division  
115 South Andrews Avenue, Room 212  
Fort Lauderdale, FL 33301

A copy of the Proposal Bond should also be uploaded into Bid Sync; this does not replace the requirement to have an original proposal bond. Vendors must submit the original Proposal Bond, by the solicitation due date and time.

Supplier: **Pace Communications Group, Inc.**

**VENDOR QUESTIONNAIRE AND STANDARD CERTIFICATIONS**  
**Request for Proposals, Request for Qualifications, or Request for Letters of Interest**

Vendor should complete questionnaire and complete and acknowledge the standard certifications and submit with the solicitation response. If not submitted with solicitation response, it must be submitted within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

**If a response requires additional information, the Vendor should upload a written detailed response with submittal; each response should be numbered to match the question number.** The completed questionnaire and attached responses will become part of the procurement record. It is imperative that the person completing the Vendor Questionnaire be knowledgeable about the proposing Vendor's business and operations.

1. Legal business name:**Pace Communications Group, Inc.**
2. Doing Business As/ Fictitious Name (if applicable):**Pace Branding and Marketing**
3. Federal Employer I.D. no. (FEIN):**13-1598443**
4. Dun and Bradstreet No.:**01-217-7184**
5. Website address (if applicable): **Paceadv.com**
6. Principal place of business address: **7301 N. Federal Highway, Studio B  
Boca Raton, FL 33487**
7. Office location responsible for this project: **7301 N. Federal Highway, Studio B  
Boca Raton, FL 33487**
8. Telephone no.:**5619312639** Fax no.:
9. Type of business (check appropriate box):
  - ☒ Corporation (specify the state of incorporation):**New York**
  - ☐ Sole Proprietor
  - ☐ Limited Liability Company (LLC)
  - ☐ Limited Partnership
  - ☐ General Partnership (State and County Filed In) **Florida**
  - ☐ Other - Specify
10. List Florida Department of State, Division of Corporations document number (or registration number if fictitious name): **F97000000370**
11. List name and title of each principal, owner, officer, and major shareholder:
  - a) **Cara Faske, CEO**
  - b) **Diana Riser, President**
  - c) **Julie Bricker, Vice President, Media**
  - d)

12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:

Name: **Julie Bricker**  
Title: **Vice President, Media**  
E-mail: **julie@paceadv.com**  
Telephone No.: **5619312639**

Name: **Diana Riser**  
Title: **President**  
E-mail: **diana@paceadv.com**  
Telephone No.: **561-756-2500**

13. Has your firm, its principals, officers or predecessor organization(s) been debarred or suspended by any government entity within the last three years? If yes, specify details in an attached written response. ☐ Yes ☒ No
14. Has your firm, its principals, officers or predecessor organization(s) ever been debarred or suspended by any government entity? If yes, specify details in an attached written response, including the reinstatement date, if granted. ☐ Yes ☒ No
15. Has your firm ever failed to complete any services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response. ☐ Yes ☒ No
16. Is your firm or any of its principals or officers currently principals or officers of another organization? If yes, specify details in an attached written response. ☐ Yes ☒ No
17. Have any voluntary or involuntary bankruptcy petitions been filed by or against your firm, its parent or subsidiaries or predecessor organizations during the last three years? If yes, specify details in an attached written response. ☐ Yes ☒ No
18. Has your firm's surety ever intervened to assist in the completion of a contract or have Performance and/or Payment Bond claims been made to your firm or its predecessor's sureties during the last three years? If yes, specify details in an attached written response, including contact information for owner and surety. ☐ Yes ☒ No
19. Has your firm ever failed to complete any work awarded to you, services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response. ☐ Yes ☒ No
20. Has your firm ever been terminated from a contract within the last three years? If yes, specify details in an attached written response. ☐ Yes ☒ No
21. Living Wage solicitations only: In determining what, if any, fiscal impacts(s) are a result of the Ordinance for this solicitation, provide the following for informational purposes only. Response is not considered in determining the award of this contract.  
Living Wage had an effect on the pricing. ☐ Yes ☒ No  
☐ N/A  
If yes, Living Wage increased the pricing by% or decreased the pricing by%.

**Cone of Silence Requirement Certification:**

The Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances prohibits certain communications among Vendors, Commissioners, County staff, and Selection or Evaluation Committee members. Identify on a separate sheet any violations of this Ordinance by any members of the responding firm or its joint ventures. After the application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding authority takes action which ends the solicitation.

The Vendor hereby certifies that: (check each box)

- ☒ The Vendor has read Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances; and
- ☒ The Vendor understands that the Cone of Silence for this competitive solicitation shall be in effect beginning



upon the appointment of the Selection or Evaluation Committee, for communication regarding this solicitation with the County Administrator, Deputy County Administrator, Assistant County Administrators, and Assistants to the County Administrator and their respective support staff or any person, including Evaluation or Selection Committee members, appointed to evaluate or recommend selection in this RFP/RLI process. For Communication with County Commissioners and Commission staff, the Cone of Silence allows communication until the initial Evaluation or Selection Committee Meeting.

☒ The Vendor agrees to comply with the requirements of the Cone of Silence Ordinance.

**Drug-Free Workplace Requirements Certification:**

Section 21.31.a. of the Broward County Procurement Code requires awards of all competitive solicitations requiring Board award be made only to firms certifying the establishment of a drug free workplace program. The program must consist of:

1. Publishing a statement notifying its employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the offeror's workplace, and specifying the actions that will be taken against employees for violations of such prohibition;
2. Establishing a continuing drug-free awareness program to inform its employees about:
  - a. The dangers of drug abuse in the workplace;
  - b. The offeror's policy of maintaining a drug-free workplace;
  - c. Any available drug counseling, rehabilitation, and employee assistance programs; and
  - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
3. Giving all employees engaged in performance of the contract a copy of the statement required by subparagraph 1;
4. Notifying all employees, in writing, of the statement required by subparagraph 1, that as a condition of employment on a covered contract, the employee shall:
  - a. Abide by the terms of the statement; and
  - b. Notify the employer in writing of the employee's 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 of any state, for a violation occurring in the workplace NO later than five days after such conviction.
5. Notifying Broward County government in writing within 10 calendar days after receiving notice under subdivision 4.b above, from an employee or otherwise receiving actual notice of such conviction. The notice shall include the position title of the employee;
6. Within 30 calendar days after receiving notice under subparagraph 4 of a conviction, taking one of the following actions with respect to an employee who is convicted of a drug abuse violation occurring in the workplace:
  - a. Taking appropriate personnel action against such employee, up to and including termination; or
  - b. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state, or local health, law enforcement, or other appropriate agency; and
7. Making a good faith effort to maintain a drug-free workplace program through implementation of subparagraphs 1 through 6.

The Vendor hereby certifies that: (check box)

☒ The Vendor certifies that it has established a drug free workplace program in accordance with the above requirements.

**Non-Collusion Certification:**

Vendor shall disclose, to their best knowledge, any Broward County officer or employee, or any relative of any such officer or employee as defined in Section 112.3135 (1) (c), Florida Statutes, who is an officer or director of, or has a material interest in, the Vendor's business, who is in a position to influence this procurement. Any Broward

County officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. Failure of a Vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the Broward County Procurement Code.

The Vendor hereby certifies that: (select one)

- ☒ The Vendor certifies that this offer is made independently and free from collusion; or
- ☐ The Vendor is disclosing names of officers or employees who have a material interest in this procurement and is in a position to influence this procurement. Vendor must include a list of name(s), and relationship(s) with its submittal.

**Public Entities Crimes Certification:**

In accordance with Public Entity Crimes, Section 287.133, Florida Statutes, a person or affiliate placed on the convicted vendor list following a conviction for a public entity crime may not submit on a contract: to provide any goods or services; for construction or repair of a public building or public work; for leases of real property to a public entity; and may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for Category Two for a period of 36 months following the date of being placed on the convicted vendor list.

The Vendor hereby certifies that: (check box)

- ☒ The Vendor certifies that no person or affiliates of the Vendor are currently on the convicted vendor list and/or has not been found to commit a public entity crime, as described in the statutes.

**Scrutinized Companies List Certification:**

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor hereby certifies that: (check each box)

- ☒ The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4275, Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- ☒ The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- ☐ If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

I hereby certify the information provided in the Vendor Questionnaire and Standard Certifications:

<b>Julie Bricker</b>	<b>Vice President, Media</b>	<b>2/12/2019</b>
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: **Pace Communications Group, Inc.**

\* I certify that I am authorized to sign this solicitation response on behalf of the Vendor as indicated in Certificate as to Corporate Principal, designation letter by Director/Corporate Officer, or other business authorization to bind on behalf of the Vendor. As the Vendor's authorized representative, I attest that any and all statements, oral, written or otherwise, made in support of the Vendor's response, are accurate, true and correct. I also acknowledge that inaccurate, untruthful, or incorrect statements made in support of the Vendor's response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code. I certify that the Vendor's response is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a response for the same items/services, and is in all respects fair and without collusion or fraud. I also certify that the Vendor agrees to abide by all terms and conditions of this solicitation, acknowledge and accept all of the solicitation pages as well as any special instructions sheet(s).

**Supplier: Pace Communications Group, Inc.**

**LOBBYIST REGISTRATION REQUIREMENT CERTIFICATION FORM**

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

The Vendor certifies that it understands if it has retained a lobbyist(s) to lobby in connection with a competitive solicitation, it shall be deemed non-responsive unless the firm, in responding to the competitive solicitation, certifies that each lobbyist retained has timely filed the registration or amended registration required under Broward County Lobbyist Registration Act, Section 1-262, Broward County Code of Ordinances; and it understands that if, after awarding a contract in connection with the solicitation, the County learns that the certification was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis, exercise any contractual right to terminate the contract for convenience.

The Vendor hereby certifies that: (select one)

- ☒ It has not retained a lobbyist(s) to lobby in connection with this competitive solicitation; however, if retained after the solicitation, the County will be notified.
- ☐ It has retained a lobbyist(s) to lobby in connection with this competitive solicitation and certified that each lobbyist retained has timely filed the registration or amended registration required under Broward County Lobbyist Registration Act, Section 1-262, Broward County Code of Ordinances.

It is a requirement of this solicitation that the names of any and all lobbyists retained to lobby in connection with this solicitation be listed below:

Name of Lobbyist:

Lobbyist's Firm:

Phone:

E-mail:

Name of Lobbyist:

Lobbyist's Firm:

Phone:

E-mail:

**Authorized Signature/Name: Julie Bricker Date: 2/12/2019**

**Title: Vice President, Media**

**Vendor Name: Pace Communications Group, Inc.**

**Supplier: Pace Communications Group, Inc.**

## **DOMESTIC PARTNERSHIP ACT CERTIFICATION FORM (REQUIREMENT AND TIEBREAKER)**

Refer to Special Instructions to identify if Domestic Partnership Act is a requirement of the solicitation or acts only as a tiebreaker. If Domestic Partnership is a requirement of the solicitation, the completed and signed form should be returned with the Vendor's submittal. If the form is not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes. To qualify for the Domestic Partnership tiebreaker criterion, the Vendor must currently offer the Domestic Partnership benefit and the completed and signed form must be returned at time of solicitation submittal.

The Domestic Partnership Act, Section 16 ½ -157, Broward County Code of Ordinances, requires all Vendors contracting with the County, in an amount over \$100,000 provide benefits to Domestic Partners of its employees, on the same basis as it provides benefits to employees' spouses, with certain exceptions as provided by the Ordinance.

For all submittals over \$100,000.00, the Vendor, by virtue of the signature below, certifies that it is aware of the requirements of Broward County's Domestic Partnership Act, Section 16-½ -157, Broward County Code of Ordinances; and certifies the following: (check only one below).

- ☒ 1. The Vendor currently complies with the requirements of the County's Domestic Partnership Act and provides benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses
- ☒ 2. The Vendor will comply with the requirements of the County's Domestic Partnership Act at time of contract award and provide benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses.
- ☐ 3. The Vendor will not comply with the requirements of the County's Domestic Partnership Act at time of award.
- ☐ 4. The Vendor does not need to comply with the requirements of the County's Domestic Partnership Act at time of award because the following exception(s) applies: **(check only one below)**.
  - ☐ The Vendor is a governmental entity, not-for-profit corporation, or charitable organization.
  - ☐ The Vendor is a religious organization, association, society, or non-profit charitable or educational institution.
  - ☐ The Vendor provides an employee the cash equivalent of benefits. (Attach an affidavit in compliance with the Act stating the efforts taken to provide such benefits and the amount of the cash equivalent).
  - ☐ The Vendor cannot comply with the provisions of the Domestic Partnership Act because it would violate the laws, rules or regulations of federal or state law or would violate or be inconsistent with the terms or conditions of a grant or contract with the United States or State of Florida. Indicate the law, statute or regulation (State the law, statute or regulation and attach explanation of its applicability).

<b>Julie Bricker</b>	<b>Vice President, Media</b>	<b>Pace Communications Group, Inc.</b>	<b>2/12/2019</b>
<b>Authorized Signature/Name</b>	<b>Title</b>	<b>Vendor Name</b>	<b>Date</b>





**Supplier: Pace Communications Group, Inc.**

**Office of Economic and Small Business Requirements: CBE Goal Participation**

- A. In accordance with the Broward County Business Opportunity Act of 2012, Section 1-81, Code of Ordinances, as amended (the "Business Opportunity Act"), the County Business Enterprise (CBE) Program is applicable to this contract. All Vendors responding to this solicitation are required to utilize CBE firms to perform the assigned participation goal for this contract.
- B. The CBE participation goal will be established based on the expected expenditure amount for the proposed scope of services for the project. The Office of Economic and Small Business Development (OESBD) will not include alternate items, optional services or allowances when establishing the CBE participation goal. If the County subsequently chooses to award any alternate items, optional services or allowances as determined by OESBD and the Contract Administrator to be related to the scope of services, OESBD may apply the established CBE participation goal. In such an instance, the County will issue a written notice to the successful Vendor that the CBE participation goal will also apply to the alternate items, optional services or allowances. Vendor shall submit all required forms pertaining to its compliance with the CBE participation goal, as applicable. Failure by Vendor to submit the required forms may result in the rejection of Vendor's solicitation submittal prior to the award or failure to comply with the contract requirements may have an impact on the vendor performance evaluation post award, as applicable.
- C. CBE Program Requirements: Compliance with CBE participation goal requirements is a matter of responsibility; Vendor should submit all required forms and information with its solicitation submittal. If the required forms and information are not provided with the Vendor's solicitation submittal, then Vendor must supply the required forms and information no later than three (3) business days after request by OESBD. Vendor may be deemed non-responsible for failure to fully comply with CBE Program Requirements within these stated timeframes.
1. Vendor should include in its solicitation submittal a **Letter Of Intent Between Bidder/Offeror and County Business Enterprise (CBE) Subcontractor/Supplier** for each CBE firm the Vendor intends to use to achieve the assigned CBE participation goal. The form is available at the following link:  
<http://www.broward.org/EconDev/Documents/CBELetterOfIntent.pdf>
  2. If Vendor is unable to attain the CBE participation goal, Vendor should include in its solicitation submittal an **Application for Evaluation of Good Faith Efforts** and all of the required supporting information. The form is available at the following link:  
<http://www.broward.org/EconDev/WhatWeDo/Documents/GoodFaithEffortEval.pdf>
- D. OESBD maintains an online directory of CBE firms. The online directory is available for use by Vendors at <https://webapps4.broward.org/smallbusiness/sbdirectory.aspx>.
- E. For detailed information regarding the CBE Program contact the OESBD at (954) 357-6400 or visit the website at: <http://www.broward.org/EconDev/SmallBusiness/>
- F. If awarded the contract, Vendor agrees to and shall comply with all applicable requirements of the Business Opportunity Act and the CBE Program in the award and administration of the contract.
1. No party to this contract may discriminate on the basis of race, color, sex, religion,

national origin, disability, age, marital status, political affiliation, sexual orientation, pregnancy, or gender identity and expression in the performance of this contract.

2. All entities that seek to conduct business with the County, including Vendor or any Prime Contractors, Subcontractors, and Bidders, shall conduct such business activities in a fair and reasonable manner, free from fraud, coercion, collusion, intimidation, or bad faith. Failure to do so may result in the cancellation of this solicitation, cessation of contract negotiations, revocation of CBE certification, and suspension or debarment from future contracts.
3. If Vendor fails to meet or make Good Faith Efforts (as defined in the Business Opportunity Act) to meet the CBE participation commitment (the "Commitment"), then Vendor shall pay the County liquidated damages in an amount equal to fifty percent (50%) of the actual dollar amount by which Vendor failed to achieve the Commitment, up to a maximum amount of ten percent (10%) of the total contract amount, excluding costs and reimbursable expenses. An example of this calculation is stated in Section 1-81.7, Broward County Code of Ordinances.
4. Vendor shall comply with all applicable requirements of the Business Opportunity Act in the award of this contract. Failure by Vendor to carry out any of these requirements shall constitute a material breach of the contract, which shall permit the County to terminate this contract or to exercise any other remedy provided under this contract, the Broward County Code of Ordinances, the Broward County Administrative Code, or other applicable laws, with all such remedies being cumulative.
5. Vendor shall pay its CBE subcontractors and suppliers, within fifteen (15) days following receipt of payment from the County, for all completed subcontracted work and supplies. If Vendor withholds an amount from CBE subcontractors or suppliers as retainage, such retainage shall be released and paid within fifteen (15) days following receipt of payment of retained amounts from the County.
6. Vendor understands that the County will monitor Vendor's compliance with the CBE Program requirements. Vendor must provide OESBD with a Monthly Utilization Report (MUR) to confirm its compliance with the Commitment agreed to in the contract; timely submission of the MUR every month throughout the term of the contract, including amendment and extension terms, is a condition precedent to the County's payment of Vendor under the contract.

**Supplier: Pace Communications Group, Inc.****LITIGATION HISTORY FORM**

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

- ☒ There are no material cases for this Vendor; or  
☐ Material Case(s) are disclosed below:

Is this for a: (check type) <input type="checkbox"/> Parent, <input type="checkbox"/> Subsidiary, or <input type="checkbox"/> Predecessor Firm?	If Yes, name of Parent/Subsidiary/Predecessor:  Or No <input type="checkbox"/>
Party	
Case Number, Name, and Date Filed	
Name of Court or other tribunal	
Type of Case	Bankruptcy <input type="checkbox"/> Civil <input type="checkbox"/> Criminal <input type="checkbox"/> Administrative/Regulatory <input type="checkbox"/>
Claim or Cause of Action and Brief description of each Count	
Brief description of the Subject Matter and Project Involved	
Disposition of Case  (Attach copy of any applicable Judgment, Settlement Agreement and Satisfaction of Judgment.)	Pending <input type="checkbox"/> Settled <input type="checkbox"/> Dismissed <input type="checkbox"/>  Judgment Vendor's Favor <input type="checkbox"/> Judgment Against Vendor <input type="checkbox"/>  If Judgment Against, is Judgment Satisfied? <input type="checkbox"/> Yes <input type="checkbox"/> No
Opposing Counsel	Name: Email: Telephone Number:

**Vendor Name: Pace Communications Group, Inc.**

**Supplier: Pace Communications Group, Inc.**

**AFFILIATED ENTITIES OF THE PRINCIPAL(S) CERTIFICATION FORM**

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

- a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County.
- b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

The Vendor hereby certifies that: (select one)

- ☒ No principal of the proposing Vendor has prior affiliations that meet the criteria defined as "Affiliated entities"
- ☐ Principal(s) listed below have prior affiliations that meet the criteria defined as "Affiliated entities"

Principal's Name:

Names of Affiliated Entities:

Principal's Name:

Names of Affiliated Entities:

Principal's Name:

Names of Affiliated Entities:

Authorized Signature Name: **Julie Bricker**

Title: **Vice President, Media**

Vendor Name: **Pace Communications Group, Inc.**

Date: **julie@paceadv.com**

**Supplier: Pace Communications Group, Inc.**

### AGREEMENT EXCEPTION FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, it shall be deemed an affirmation by the Vendor that it accepts the terms and conditions of the County's Agreement as disclosed in the solicitation.

The Vendor must either provide specific proposed alternative language on the form below. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.

- ☒ There are no exceptions to the terms and conditions of the County Agreement as referenced in the solicitation; or
- ☐ The following exceptions are disclosed below: (use additional forms as needed; separate each Article/ Section number)

Term or Condition Article / Section	Insert version of exception or specific proposed alternative language	Provide brief justification for change

**Vendor Name:** Pace Communications Group, Inc.



**Supplier: Pace Communications Group, Inc.**

# **RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM**

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward County and:
- a. has a valid Broward County local business tax receipt;
  - b. has been in existence for at least six-months prior to the solicitation opening;
  - c. at a business address physically located within Broward County;
  - d. in an area zoned for such business;
  - e. provides services from this location on a day-to-day basis, and
  - f. services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward and:
- a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
  - b. has been in existence for at least one-year prior to the solicitation opening;
  - c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
  - d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address: **7301 N. Federal Highway, Studio B.  
Boca Raton, FL 33487**

## **Vendor confirms we are not a local vendor in Broward County**

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

<b>Julie Bricker</b>	<b>Vice President, Media</b>	<b>Pace Communications Group, Inc.</b>	<b>2/22/19</b>
<b>AUTHORIZED SIGNATURE/NAME</b>	<b>TITLE</b>	<b>COMPANY</b>	<b>DATE</b>

**Supplier: Pace Communications Group, Inc.**

### **RFP-RFQ-RLI LOCATION ATTESTATION FORM (EVALUATION CRITERIA)**

The completed and signed form and supporting information (if applicable, for Joint Ventures) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting information may affect the Vendor's evaluation. Provided information is subject to verification by the County.

A Vendor's principal place of business location (also known as the nerve center) within Broward County is considered in accordance with Evaluation Criteria. The County's definition of a principal place of business is:

1. As defined by the Broward County Local Preference Ordinance, "Principal place of business means the nerve center or center of overall direction, control and coordination of the activities of the bidder [Vendor]. If the bidder has only one (1) business location, such business location shall be considered its principal place of business."
2. A principal place of business refers to the place where a corporation's officers direct, control, and coordinate the corporation's day-to-day activities. It is the corporation's 'nerve center' and in practice it should normally be the place where the corporation maintains its headquarters; provided that the headquarters is the actual center of direction, control, and coordination, i.e., the 'nerve center', and not simply an office where the corporation holds its board meetings (for example, attended by directors and officers who have traveled there for the occasion).

The Vendor's principal place of business in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six months prior to the solicitation's due date.

Check one of the following:

- ☐ The Vendor certifies that it has a principal place of business location (also known as the nerve center) within Broward County, as documented in Florida Department of State Division of Corporations (Sunbiz), and attests to the following statements:

1. Vendor's address listed in its submittal is its principal place of business as defined by Broward County;
2. Vendor's "Principal Address" listed with the Florida Department of State Division of Corporations is the same as the address listed in its submittal and the address was listed for at least six months prior to the solicitation's opening date. A copy of Florida Department of State Division of Corporations (Sunbiz) is attached as verification.
3. Vendor must be located at the listed "nerve center" address ("Principal Address") for at least six (6) months prior to the solicitation's opening date;
4. Vendor has not merged with another firm within the last six months that is not headquartered in Broward County and is not a wholly owned subsidiary or a holding company of another firm that is not headquartered in Broward County;
5. If awarded a contract, it is the intent of the Vendor to remain at the referenced address for the duration of the contract term, including any renewals, extensions or any approved

interim contracts for the services provided under this contract; and

6. The Vendor understands that if after contract award, the County learns that the attestation was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis exercise any contractual right to terminate the contract. Further any misleading, inaccurate, false information or documentation submitted by any party affiliated with this procurement may lead to suspension and/or debarment from doing business with Broward County as outlined in the Procurement Code, Section 21.119.

If the Vendor is submitting a response as a Joint Venture, the following information is required to be submitted:

- a. Name of the Joint Venture Partnership
- b. Percentage of Equity for all Joint Venture Partners
- c. A copy of the executed Agreement(s) between the Joint Venture Partners

- ☒ Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.

**Vendor Information:**

Vendor Name: **Pace Communications Group, Inc.**

Vendor's address listed in its submittal is:

**7301 N. Federal Highway, Studio B  
Boca Raton, FL 33487**

The signature below must be by an individual authorized to bind the Vendor. The signature below is an attestation that all information listed above and provided to Broward County is true and accurate.

<b>Julie Bricker</b>	<b>Vice President, Media</b>	<b>Pace Communications Group, Inc.</b>	<b>2/12/2019</b>
Authorized Signature/Name	Title	Vendor Name	Date

**Supplier: Pace Communications Group, Inc.**

**SUBCONTRACTORS/SUBCONSULTANTS/SUPPLIERS REQUIREMENT FORM**  
**Request for Proposals, Request for Qualifications, or Request for Letters of Interest**

The following forms and supporting information (if applicable) should be returned with Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

- A. The Vendor shall submit a listing of all subcontractors, subconsultants and major material suppliers (firms), if any, and the portion of the contract they will perform. A major material supplier is considered any firm that provides construction material for construction contracts, or commodities for service contracts in excess of \$50,000, to the Vendor.
- B. If participation goals apply to the contract, only non-certified firms shall be identified on the form. A non-certified firm is a firm that is not listed as a firm for attainment of participation goals (ex. County Business Enterprise or Disadvantaged Business Enterprise), if applicable to the solicitation.
- C. This list shall be kept up-to-date for the duration of the contract. If subcontractors, subconsultants or suppliers are stated, this does not relieve the Vendor from the prime responsibility of full and complete satisfactory performance under any awarded contract.
- D. After completion of the contract/final payment, the Vendor shall certify the final list of non-certified subcontractors, subconsultants, and suppliers that performed or provided services to the County for the referenced contract.
- E. The Vendor has confirmed that none of the recommended subcontractors, subconsultants, or suppliers' principal(s), officer(s), affiliate(s) or any other related companies have been debarred from doing business with Broward County or any other governmental agency.

If none, state "none" on this form. Use additional sheets as needed. Vendor should scan and upload any additional form(s) in BidSync.

1. Subcontracted Firm's Name: **Maeghan Gough**

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position: **Maeghan Gough, Social Media Director**

Contact Person's E-Mail Address: **maeghan@paceadv.com**

Estimated Subcontract/Supplies Contract Amount: **TBD based on scope of work needed**

Type of Work/Supplies Provided: **Social Media Strategy, Content Creation, and Implementation**

2. Subcontracted Firm's Name: **Kerry Anderson, LLC**

Subcontracted Firm's Address: **2670 Aventura Blvd, #304, Land O'Lakes, FL 34638**

Subcontracted Firm's Telephone Number: **727-255-2989**

Contact Person's Name and Position: **Kerry Anderson, Media Investment Strategist**

Contact Person's E-Mail Address: **Kerry@paceadv.com**

**Supplier: Pace Communications Group, Inc.****VOLUME OF PREVIOUS WORK ATTESTATION FORM**

The completed and signed form should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to provide timely may affect the Vendor's evaluation. This completed form must be included with the Vendor's submittal at the time of the opening deadline to be considered for a Tie Breaker criterion (if applicable).

The calculation for Volume of Previous Work is all amounts paid to the prime Vendor by Broward County Board of County Commissioners at the time of the solicitation opening date within a five-year timeframe. The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm.

In accordance with Section 21.31.d. of the Broward County Procurement Code, the Vendor with the lowest dollar volume of work previously paid by the County over a five-year period from the date of the submittal opening will receive the Tie Breaker.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years. If the Vendor is submitting as a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture. The Vendor attests to the following:

Item No.	Project Title	Solicitation/ Contract Number:	Department or Division	Date Awarded	Paid to Date Dollar Amount
1					
2					
3					
4					
5					
Grand Total					

Has the Vendor been a member/partner of a Joint Venture firm that was awarded a contract by the County?    Yes       ☐       No       ☒

If Yes, Vendor must submit a **Joint Vendor Volume of Work Attestation Form**.

**Vendor Name: Pace Communications Group, Inc.**

**Julie Bricker**  
**Authorized Signature/ Name**

**Vice President, Media**  
**Title**

**2/14/19**  
**Date**



**VOLUME OF PREVIOUS WORK ATTESTATION JOINT VENTURE FORM**

If applicable, this form and additional required documentation should be submitted with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting documentation may affect the Vendor's evaluation.

The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm. Volume of Previous Work is not based on the total payments to the Joint Venture firm.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years as a member of a Joint Venture. The Vendor attests to the following:

Item No.	Project Title	Solicitation/ Contract Number:	Department or Division	Date Awarded	JV Equity %	Paid to Date Dollar Amount
1						
2						
3						
4						
5						
Grand Total						

Vendor is required to submit an executed Joint Venture agreement(s) and any amendments for each project listed above. Each agreement must be executed prior to the opening date of this solicitation.

**Vendor Name: Pace Communications Group, Inc**

**Julie Bricker**  
**Authorized Signature/ Name**

**Vice President, Media**  
**Title**

**2/14/19**  
**Date**

**Supplier: Pace Communications Group, Inc.**

**SCRUTINIZED COMPANIES LIST REQUIREMENT CERTIFICATION FORM**

The completed and signed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non responsive for failure to fully comply within stated timeframes.

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor, by virtue of the signature below, certifies that:

- a. The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4725 Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- b. The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- c. If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

<b>Julie Bricker</b>	<b>Vice President, Media</b>	<b>Pace Communications</b>	<b>2/12/2019</b>
<b>Authorized Signature/Name</b>	<b>Title</b>	<b>Group, Inc. Vendor Name</b>	<b>Date</b>

**Supplier: Pace Communications Group, Inc.**

**Security Requirements**

**A. General Security Requirements and Criminal Background Screening:**

1. All contractor and sub-contractor personnel requiring unescorted access to Broward County facilities must obtain a County issued contractor identification badge (contractor ID badge); except as specifically stated herein.
2. The background screening requirements for obtaining a contractor ID badge will depend on the facility to which unescorted access is being requested. Contract Administrators or designees and contractors may contact Broward County Security at (954) 357-6000 or [FMsecurity@broward.org](mailto:FMsecurity@broward.org) for the required background screening requirements associated with access to specific facilities. Contract Administrators will communicate all current and appropriate requirements to the contractor and sub-contractor throughout the contract period.

**B. General Facilities:**

1. Contractor and sub-contractor personnel servicing and requiring unescorted access to General Facilities must have a County issued contractor ID badge (contractor ID badge) which will be the responsibility of the contractor to obtain. Depending upon the request, the badge may carry electronic access privileges. The badge must be visible and worn at all times together with the contractor's company/business contractor ID badge. Similar to employee security/ID badges, requests for contractor ID badges are initially approved by the requesting agency director or designee and then submitted to Facilities Management Division (FMD) Security for final approval.
2. The issuance of a contractor ID badge for unescorted access to General Facilities requires a "Level 1" FDLE background check, which can be conducted by the Florida Department of Law Enforcement (FDLE). This "Level 1" FDLE background check is the contractor's responsibility and should be included in the bid price. FDLE background checks can be done by the contractor by phone at (850) 410-8109 or online at <https://web.fdle.state.fl.us/search/app/default>.
3. Upon completion of the background check, the contractor must attach a copy of the results to the contractor's application for a contractor ID badge. The Project Manager or designee utilizing the service of the contractor will be the "Sponsor" and will either provide the contractor with a Contractor ID Badge Request Form or assist the contractor in completing an on-line application for the County issued contractor ID badge.
4. Requests for a contractor ID badge requiring an FDLE background check may require lengthy processing and review by the Broward Sheriff's Office (BSO). Contractors and subcontractors must therefore submit the request to Broward County Security at least two (2) weeks prior to the start of service by the contractor. When identification badges are ready, Broward County Security will contact the contractor to arrange pick up. Upon pick up, the applicant must present a valid Florida identification and must be accompanied by his or her supervisor. Broward County Security will then supply contractor ID badge valid for the anticipated period within which the work will be performed. The validity period must be clearly stated on the Contractor ID Badge Request Form; however, the period of validity will not exceed one (1) year. Background checks will be required for renewal of contractor ID badge. At the termination of the contract and separation of employee services, the contractor is responsible for the collection and return of all contractor ID badge to the Project Manager and/or to Broward County Security.
5. Compliance with the County's security requirements is part of the overall contract performance evaluation. Final payment will, in part, be contingent on the return of all contractor ID badges issued to contractor personnel.
6. Broward County Security is located at Governmental Center East, 115 South Andrews Avenue Fort Lauderdale, FL 33301. Telephone (954) 357-6000.
7. All contractors must wear distinctive and neat appearing uniforms with vendor's company

name. Sub-contractor personnel must also have Broward County issued contractor IDs and meet the same security requirements and uniform standards as the primary contractor.

8. Contractors will not be allowed unescorted on the job site without proper County issued contractor ID badges.

**C. Facilities Critical to Security and Public Safety:**

Many Broward County government facilities will have areas designated as critical to security and public safety, pursuant to Broward County Ordinance 2003-08 Sections 26-121 and 26-122, as may be amended. The issuance of a contractor ID badge for unescorted access to facilities critical to security and public safety may entail a comprehensive statewide and national background check. Unescorted access to certain facilities occupied by the Broward Sheriff's Office (BSO) and the State Attorney's Office will require a national fingerprint-based records check per the Criminal Justice Information System (CJIS) policy.

A contractor employee found to have a criminal record consisting of felony conviction(s) shall be disqualified from access to the State Attorney's Offices and certain BSO facilities. A contractor employee with a record of misdemeanor offense(s) may be granted access if the System Security Officer (CSO), Terminal Access Coordinator (TAC), and FDLE determines that the nature of the offense(s) do not warrant disqualification. Applicants shall also be disqualified on the basis of confirmations that arrest warrants are outstanding for such applicants.

**D. Contractor Work Crews:**

Background investigations are generally not required for each member of a contractor work crew working on county premises and outside a building or structure. Examples are landscape crews and roofers. If it is necessary to enter the building or structure unescorted, these work crew members should obtain a contractor ID badge. If not, work crew members must be escorted at all times by the project manager, or designee, and must be under the direct supervision of a foreperson for the contractor. The foreperson must be aware of the crew members' whereabouts, has completed the appropriate background check for the location and type of work being undertaken, and has been issued and is displaying a contractor ID badge.

All members of a night cleaning crew must complete a background investigation appropriate to the requirements of the facility and so should all work crew members not escorted when working at a critical county facility.

Notwithstanding, the using agency is best positioned and suited to determine the safeguards and requirements that should be in place to manage the risks and consequences associated with the roles and activities of contractor, subcontractor, and work crews, when requesting a contractor ID badge. The agency is aware of the characteristics of the client population being served by the classes of persons, the need to safeguard high-value assets, and the requirement to comply with all statutory requirements governing background investigations.

**E. Other Vendors:**

Consultants, delivery personnel, and vending machine operators, without a County issued contractor badge, may obtain a Visitor pass and should be escorted by County personnel when accessing and working in designated non-public and employee work areas at both general facilities and facilities critical to security and public safety.

**F. Port Everglades Locations:**

1. The Port Everglades Department requires persons to present, at port entry, a valid driver's license, and valid reason for wishing to be granted port access in order to obtain a temporary/visitor ID badge. For persons who will visit the Port more than 15 times in a 90 day period, a permanent identification badge must be obtained and paid for by the contractor for all employees, subcontractors, agents and servants visiting or working on the port project. A restricted access badge application process will include fingerprints and a comprehensive background check. Badges must be renewed annually and the

fees paid pursuant to Broward County Administrative Code, Section 42.6. For further information, please call 954-765-4225.

2. All vehicles that are used regularly on the dock apron must have a Dockside Parking Permit. Only a limited number of permits will be issued per business entity. The fee is \$100.00 per permit/vehicle. Individuals requesting a permit must possess a valid Port-issued Restricted Access Area badge with a "Dock" destination. Requests for Dockside Parking Permits must be submitted in writing, on company letterhead, to the ID Badge Office. Applicants must demonstrate a need for access to the dock apron. Requests shall be investigated, and approved, if appropriate justification is provided. Supporting documentation must be supplied, if requested. Dock permits are not transferable and must be affixed to the lower left corner of the permitted vehicle's windshield. Should the permit holder wish to transfer the permit to another vehicle during the term of issuance, the permit will be removed and exchanged at no charge for a new permit. Only one business entity representative will be permitted on the dock at a time at the vessel location.
3. The Federal Government has instituted requirements for a Transportation Worker Identification Credential (TWIC) for all personnel requiring unescorted access to designated secure areas within Port Everglades. The contractor will be responsible for complying with the applicable TWIC requirements. For further information, please call 1-855-347-8371, or go on line to <https://www.tsa.gov/for-industry/twic>.

**G. Airport Security Program and Aviation Regulations:**

1. Consultant/contractor agrees to observe all security requirements and other requirements of the Federal Aviation Regulations applicable to Consultant/contractor, including without limitation, all regulations of the United States Department of Transportation, the Federal Aviation Administration and the Transportation Security Administration, and the Consultant/contractor agrees to comply with the County's Airport Security Program and the Air Operations area (AOA) Vehicle Access Program, and amendments thereto, and to comply with such other rules and regulations as may be reasonably prescribed by the County, and to take such steps as may be necessary or directed by the County to insure that sub lessees, employees, invitees and guests observe these requirements. If required by the Aviation Department, Consultant/contractor shall conduct background checks of its employees in accordance with applicable Federal regulations.
2. If as a result of the acts or omissions of Consultant/contractor, its sub lessees, employees, invitees or guests, the County incurs any fines and/or penalties imposed by any governmental agency, including without limitation, the United States Department of Transportation, the Federal Aviation Administration or the Transportation Security Administration, or any expense in enforcing any federal regulations, including without limitation, airport security regulations, or the rules or regulations of the County, and/or any expense in enforcing the County's Airport Security Program, then consultant/contractor agrees to pay and/or reimburse the County all such costs and expenses, including all costs of administrative proceedings, court costs, and attorneys' fees and all costs incurred by County in enforcing this provision. Consultant/contractor further agrees to rectify any security deficiency or other deficiency as may be determined as such by the County or the United States Department of Transportation, Federal Aviation Administration, the Transportation Security Administration, or any other federal agency. In the event consultant/contractor fails to remedy any such deficiency, the County may do so at the cost and expense of consultant/contractor. The County reserves the right to take whatever action is necessary to rectify any security deficiency or other deficiency.
3. Operation of Vehicles on the AOA: Before the consultant/contractor shall permit any employee of consultant/contractor or any sub consultant/subcontractor to operate a motor vehicle of any kind or type on the AOA (and unless escorted by an Aviation Department approved escort), the consultant/contractor shall ensure that all such vehicle operators possess current, valid, and appropriate Florida driver's licenses. In addition, any motor vehicles and equipment of consultant/contractor or of any sub consultant/subcontractor operating on the AOA must have an appropriate vehicle identification permit issued by the Aviation Department, which identification must be



displayed as required by the Aviation Department.

4. Consent to Search/Inspection: The consultant/contractor agrees that its vehicles, cargo, goods, and other personal property are subject to being inspected and searched when attempting to enter or leave and while on the AOA. The consultant/contractor further agrees on behalf of itself and its sub consultant /subcontractors that it shall not authorize any employee or other person to enter the AOA unless and until such employee other person has executed a written consent-to-search/inspection form acceptable to the Aviation Department. Consultant/contractor acknowledges and understands that the forgoing requirements are for the protection of users of the Airport and are intended to reduce incidents of cargo tampering, aircraft sabotage, thefts and other unlawful activities at the Airport. For this reason, consultant/contractor agrees that persons not executing such consent-to-search/inspection form shall not be employed by the consultant/contractor or by any sub consultant/contractor at the Airport in any position requiring access to the AOA or allowed entry to the AOA by the consultant/contractor or by any sub consultant/contractors.
5. The provisions hereof shall survive the expiration or any other termination of this contract.

#### **H. Water and Wastewater Services (WWS):**

1. Contractors/Consultants may receive a WWS ID Badge and/or Access Card and/or Keys while working at WWS facility work sites. These items provide modified access to certain areas and systems otherwise restricted to non-WWS employees and can only be obtained from the WWS Security Manager. These items may be rescinded at the discretion of the WWS Security Officer. The WWS ID Badge, Access Card and/or Keys remain the property of Broward County and must be returned to your WWS contact person at the end of the contract/project.
2. All contractors will complete and sign the WWS Contractor/Consultant Security Memorandum and provide a copy of their Driver's License to be recorded on Schlage Card Access System Profile.
3. A lost or stolen ID Badge and/or Access Card and/or Keys must be reported to the Security Manager immediately.
4. WWS may terminate access to any contractor who acts inappropriately while on County property and has the right to contact BSO if necessary to have the contractor removed and/or file charges against them.

#### **I. Additional Security Requirements for Parks and Recreation:**

1. Contractor expressly understands and agrees that a duty is hereby created under this Contract that requires contractor to provide ongoing disclosure throughout the term of this Contract as provided for herein relative to the criminal background screening required by this Section.
2. Contractor shall perform criminal background screening as identified in Item 3 below on its officers, employees, agents, independent contractors and volunteers who will be working under this contract in any County park ("collectively referred to as "County Park Property"). Further, if contractor is permitted to utilize subcontractors under this contract, contractor shall perform or ensure that the background screening as required in Item 3 below is conducted on any permitted subcontractor, which term includes the subcontractor's officers, employees, agents, independent contractors and volunteers who will be working under this contract on County Park property.
3. Contractor shall not permit any person who is listed as a sexual predator or sexual offender on the Florida Department of Law Enforcement, Sexual Offenders and Predators Website or the United States Department of Justice, National Sex Offender Public Website, to provide any services for contractor on County Park Property. All persons subject to the criminal background screening under this contract shall be rescreened annually based on the date of initial screening.
4. Contractor shall maintain copies of the results of the criminal background screening required by this Section for the term of this contract and promptly forward copies of same to County, upon its request.
5. Contractor shall be required to furnish to County's Parks and Recreation Project Manager, on a monthly basis, an Affidavit affirming the persons listed in the Affidavit have been background screened as required in Item 3 above and have been deemed eligible by

- contractor to work on County Park property. Contractor's monthly Affidavit shall update information from the previous Affidavit by reconfirming the status of persons who have previously been deemed eligible as provided for above and updating the list, when applicable, to specifically identify new persons providing services for contractor under this Contract who have been background screened as required in Item 3 above and deemed eligible to work on County Park Property. The Contract Administrator may, in his or her discretion, permit contractor to furnish the monthly Affidavit in an electronic format.
6. In the event contractor obtains, or is provided, supplemental criminal background information, including police reports and arrest information, which potentially disqualifies a person previously deemed eligible by contractor to provide services under this contract, contractor shall take immediate action to review the matter; however, during such review time and until a determination of eligibility is made by contractor based on the requirements of this Section, contractor shall immediately cease allowing the person to work on County Park Property. Additionally, contractor shall be required to inform any person background screened pursuant to this Section who is providing services under this contract, to notify contractor within forty-eight (48) hours of any arrest related to sexual misconduct which has occurred after the person was deemed eligible to work on County Park Property.
  7. Contractor shall, by written contract, require its permitted subcontractors to agree to the requirements and obligations of this Section.
  8. County may terminate this contract immediately for cause, with Notice provided to contractor, for a violation related to contractor's failure to perform the required background screening on its officers, employees, agents, independent contractors and volunteers who will be working under this Agreement on County Park Property. County may also terminate this contract immediately for cause, with Notice provided to contractor, if County determines contractor failed to ensure that its permitted subcontractors, as defined in Item 2 above, have been background screened as required in this section prior to performing any services under this Agreement on County Park Property. Contractor will not be subject to immediate termination in the event County determines a violation of this Section was outside the reasonable control of contractor and contractor has demonstrated to County compliance with the requirements of this Section.
  9. County may terminate this contract for cause if contractor fails to provide the monthly Affidavit to County as provided for under Item 5 above, and contractor does not cure said breach within five (5) days of Notice provided to contractor.