

**Request for Proposal
RFP No.: 19-20-206**

**CITY OF WEST PALM BEACH
EDUCATIONAL CAMPAIGN SERVICES TO INFORM VOTERS
ABOUT THE PARK BOND REFERENDUM**



**Submitted by
Upscale Events by Mosaic, LLC D.B.A. The Mosaic
Group**

**5840 Corporate Way #250
West Palm Beach FL 33407
561.651.9565 Office / 866.711.0987 Fax
Ann Marie Sorrell, President & CEO**

December 30, 2019

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December 30, 2019

City of West Palm Beach
Procurement Division
Attention: Josephine Grosch, Sr. Purchasing Agent
401 Clematis Street – 5th Floor
West Palm Beach, FL 33401

The Mosaic Group is pleased to submit our proposal in response to the City of West Palm Beach RFP No. 19-20-206 Educational Campaign Services to Inform Voters about the Park Bond Referendum. The City of West Palm Beach has a need to upgrade a number of the City's park amenities and will ask voters on March 17, 2020 to grant the authority to issue bonds that will raise approximately 26 million dollars to be used to upgrade, replace or add amenities such as playgrounds, trails, community centers and infrastructure. To promote awareness of the referendum item on the March 2020 ballot, the City will launch an educational campaign to inform voters.

The Mosaic Group understands your needs and brings a tremendous amount of experience in communication strategies, political and educational campaigns, grassroots community outreach, media campaigns, public involvement, and government relations in addition to our business acumen, and familiarity with assisting government agencies, policy makers, government officials, private industry, and other interest groups with marketing and advertising. Our team will work seamlessly with the City's Communication Director and the Office of Community Engagement team to execute these services in the most innovative, creative, effective and efficient manner. ***Our team has worked on several political, issue based, and educational campaigns in Palm Beach County, South Florida, and the State of Florida including but not limited to elected officials/candidates Mayor Jeri Muoio, County Commissioner Mack Bernard, and Andrew Gillum for Governor; ballot issues Amendment 2 Medical Marijuana, Marsy's Law, City of North Miami Bond, Broward Coordinating Council Affordable Housing Trust Referendum, and Broward County Penny for Transportation Referendum; and educational outreach campaign Glades Lives Matters – Coalition Building Against Senate Bill 10 2016; to name a few.*** We believe we are the best and most qualified firm to provide the services the City of West Palm Beach seeks.

The Mosaic Group is an award winning, West Palm Beach based full-service community engagement, marketing, public relations, advertising, and government relations firm. We are a certified small business enterprise (SBE) and minority/woman business enterprise (MWBE). **The Mosaic Group was incorporated in 2005 and has served over 500 clients locally, regionally, and globally.** Our team is comprised of a highly-qualified and seasoned group of experts. Our multi-cultural team of English, Spanish, Creole and Portuguese speaking communications specialists has over 100 years of combined experience and backgrounds to serve the diverse makeup of West Palm Beach. **Our mission is to build credibility and increase visibility for our clients. We strive to provide the highest quality of customer care and innovative solutions. Our expertise with diverse markets including African American, Caribbean and Hispanic communities allow our clients to reach target audiences with the right media and the right message.** The Mosaic Group takes pride in creating effective communication solutions to inform and engage communities. We become an extension of the City's marketing and communications team by supporting and implementing strategic communication programs. Our team has significant experience with coordinating and achieving community consensus with residents and stakeholders. Moreover, we are experts in ensuring constituents are informed, engaged and connected to the City's information. This experience will ensure the success of the City of West Palm Beach's educational campaign for the park bond referendum.

Our Key Personnel authorized to make representations for The Mosaic Group include:

Ann Marie Sorrell, Team Leader/Project Manager
561.651.9565, Cell 561.531.4046
5850 Corporate Way, Ste 250, West Palm Beach, FL 33407

Katia Saint Fleur, Political Director

561.651.9565

5850 Corporate Way, Ste 250, West Palm Beach, FL 33407

Mark Foley, Campaign Finance & Compliance Manager

561.651.9565

5850 Corporate Way, Ste 250, West Palm Beach, FL 33407

Angela Perry, Constituency Outreach Manager

561.651.9565

5850 Corporate Way, Ste 250, West Palm Beach, FL 33407

The Mosaic team understands the sensitivity of providing the City's constituents with timely information regarding the referendum. We believe our team encompasses the knowledge, experience, creativity, and innovation necessary to meet your objectives and exceed your expectations efficiently and effectively. Thank you for the opportunity to win your business. We look forward to working with your team to provide seamless solutions. Feel free to contact me directly at (561) 531-4046 or via email at annmarie@mosaicgroup.co.

Sincerely,



Ann Marie Sorrell
President & CEO

Company Name

Upscale Events by Mosaic, LLC dba The Mosaic Group

Primary Location

Mosaic Headquarters

5840 Corporate Way, Suite 250
West Palm Beach, Florida 33407

Phone 561.651.9565

Fax 866.711.0987

Website mosaicgroup.co

Primary Contact

Ann Marie Sorrell

President & CEO

Cell: 561.531.4046

annmarie@mosaicgroup.co

Statement of Ownership

Upscale Events by Mosaic, LLC dba The Mosaic Group is a Florida Limited Liability Company. Ann Marie Sorrell has 100% ownership of the firm. Ann Marie Sorrell is authorized to bind the firm.

Form A
PROPOSER INFORMATION

Upscale Events by Mosaic, LLC dba The Mosaic Group

Company Name: _____ FEIN: 20 - 3345305

State of Incorporation: Attach copy of Letter of Incorporation and/or evidence of authorization to do business in Florida

Address: 5840 Corporate Way, Ste 250
 Street
 West Palm Beach FL 33407
 City State Zip Code
Telephone: 561.651.9565 Fax: 866.711.0987

Principal Contact Person & Title: Ann Marie Sorrell, President & CEO

Contact Telephone Number: 561.651.9565 Fax: 866.711.0987

E-Mail Address: annmarie@mosaicgroup.co

Number of Years Company in Business: 14 years. Total Number of Employees: 7

Office Location which would service account:

Address: 5840 Corporate Way, Ste 250
 Street
 West Palm Beach FL 33407
 City State Zip Code

Office Telephone: 561.651.9565 Dir: 561.531.4046

Contact Name: Ann Marie Sorrell, President & CEO
 Print name and Title

Cell Phone: 561.531.4046

E-Mail Address: annmarie@mosaicgroup.co

Total Number of Employees at this location: 5

Contract Contact Person: Ann Marie Sorrell Title President & CEO

Direct Phone: 561.531.4046

E-Mail Address: annmarie@mosaicgroup.co

REPRESENTATIONS AND DISCLOSURES

RFP No. 19-20-206

STATE OF Florida }
COUNTY OF Palm Beach } SS:

I am an officer of the Respondent firm, named below, submitting its qualifications under a RFP and am authorized to make the following Representations and Disclosures on behalf of the Respondent. I certify or affirm that to the best of my knowledge and belief, the following statements are true:

1. No Lobbying. Respondent acknowledges that contact by a Respondent, or anyone representing a Respondent, regarding this RFP with the Mayor, any City Commissioner, officer, City employee, other than an employee of the West Palm Beach Procurement Division of Office of Equal Opportunity, is grounds for disqualification.

2. Conflict of Interest. Respondent has disclosed any actual, apparent or potential conflicts of interest that are present or could develop with respect to providing services under this solicitation any parties to this solicitation or any third parties. Respondent has identified the name of any officer, director, employee or agent who is also an employee or official of the City of West Palm Beach or the West Palm Beach Agencies. Further, Respondent has disclosed the name of any City official or employee or Official who owns, directly or indirectly, interest of ten percent (10%) or more in the Respondent's firm or any of its affiliates or team members.

The existence of any such conflicts of interest will not automatically disqualify any Respondent from consideration. The City will evaluate such disclosures and determine whether they are disqualifying or subject to possible mitigation measures.

3. Authorized. Respondent is authorized to do business under the laws of the State of Florida.

4. Good Faith. Respondent represents that the Proposal is made without connection with any persons, company or party submitting another Proposal, and that it is in all respects fair and in good faith without collusion or fraud.

5. Financial. Respondent certifies that Respondent has not filed for bankruptcy in the past five (5) years.

6. Insurance. Respondent certifies that it can provide the insurance coverage specified in the RFP.

7. Business Tax Receipt. Respondent certifies that it can provide the business tax receipt as required by the RFP.

8. Criminal. Respondent certifies that neither Respondent nor any of Respondent's principals have been convicted of a felony or fraud. Indicate if any principals have been indicted for a felony or fraud.

9. No Solicitation or Fee. Respondent warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Respondent, to solicit or secure an award under this RFP and that it has not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for Respondent, any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from an award under this solicitation.

10. Use of Funds. Respondent certifies to the best of its knowledge and belief that no funds or other resources received in connection with an award of a contract from this RFP will be used directly or indirectly to influence legislation or any other official action by the Florida Legislature or any state agency.

11. No Liability. Respondent recognizes and agrees that the City will not be responsible or liable in any way for any losses that the Respondent may suffer from the disclosure of Proposal information to third parties.

12. Equal Benefits Ordinance. Section 66-9 of the City Code of Ordinances provides that, with limited exceptions, when contracting for goods, services or construction in an amount of \$50,000 or more, with persons or businesses with five or more employees that also provide benefits to employees' spouses and dependents, the City shall contract only with those persons or businesses that provide equal benefits to employees' domestic partners. Respondent has included a complete Equal Benefits certification with its proposal.

13. Ethics. Respondent certifies that Respondent and any parent corporations, affiliates, subsidiaries, members, shareholders, partners, officers, directors or executives thereof are not presently debarred, proposed for debarment or declared ineligible to bid or participate in any federal, state or local government agency contracts. Respondent and its officers have had no prior conviction for bribery, theft, forgery, embezzlement, falsification, or destruction of records, antitrust violations, honest services fraud or other offense indicating a lack of business integrity or honesty; any prior violation of the City's ethical standards.

14. Convicted Vendor List. Pursuant to Fla. Stat. Sec. 287.133, a person or affiliate who has been placed on the Convicted Vendor List maintained by the State of Florida may not submit a bid on a contract to provide any goods or services to a public entity; may not submit a proposal for a contract with a public entity for the construction or repair of a public building or public work; may not be awarded or perform work as a contractor, supplier, subcontractor or Awarded Firm under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

15. Discriminatory Vendor List. In accordance with Fla. Stat. Sec. 287.134, an entity or affiliate who has been placed on the Discriminatory Vendor List, kept by the Florida Department of Management Services, may not submit a proposal for a contract to provide goods or services to a public entity; may not submit a proposal for a contract with a public entity for the construction or repair of a public building or public work; may not be awarded or perform work as a contractor, supplier, subcontractor or Awarded Firm under a contract with any public entity; and may not transact business with any public entity.

16. Scrutinized Companies List. In accordance with Fla. Stat. Sec. 287.135, any company, principals, or owners on the Scrutinized Companies that Boycott Israel List, maintained by the State of Florida, or that is engaged in a boycott of Israel, is prohibited from submitting a bid, proposal or response to a solicitation for goods or services, of any amount, to a government agency, unless otherwise provided by law. Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engages in business activities in Sudan or Cuba, is prohibited from submitting a bid, proposal or response to a solicitation for goods or services in an amount equal to or greater than One Million Dollars (\$1,000,000), unless otherwise provided by law.

17. Respondent agrees that its Proposal may become part of any contract entered into between the City and the Respondent.

18. Respondent recognizes and agrees that the City will not be responsible or liable in any way for any losses that the Respondent may suffer from the disclosure of Proposal information to third parties.

I certify or affirm that to the best of my knowledge and belief, the above representation and disclosure statements are true.

Respondent Firm: Upscale Events by Mosaic, LLC dba The Mosaic Group

Officer's Name: Ann Marie Sorrell Title: President & CEO

Signature: 

The Representations and Disclosures were AFFIRMED AND SIGNED before me this 30 day of December 2019

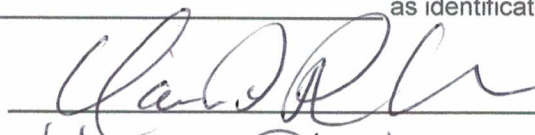
by Ann Marie Sorrell (name) as

President & CEO (title) of

Upscale Events by Mosaic, LLC dba The Mosaic Group (Respondent firm), who is personally known to me or produced

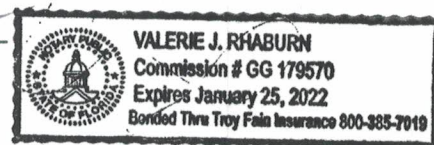
as identification.

Notary Signature:



Print Name:

Valerie J. Rhaburn



Notary Stamp or Commission No.

GG 179570

In the event Respondent cannot execute this form as drafted, Respondent may substitute a similar Representations and Disclosure certifying to the facts applicable to the Respondent.

**Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
Primary Covered Transactions**

The Proposer certifies that, the firm or any person associated therewith in the capacity of owner, partner, director, officer, principal, investigator, project director, manager, auditor, and/or position involving the administration of federal funds:

(a) are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency;

(b) have not within a three-year period preceding this certification been convicted of or had a civil judgment rendered against it for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public contract; violation of federal or state antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property

(c) are not presently indicted for or otherwise criminally or civilly charged by a federal, state, or local governmental entity with commission of any of the offenses enumerated in paragraph (b) of this certification; and

(d) have not within a three-year period preceding this certification had one or more federal, state, or local government public transactions terminated for cause or default.

The Proposer certifies that it shall not knowingly enter into any transaction with any subcontractor, material supplier, or vendor who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this project by any federal agency.

Proposer's Firm: Upscale Events by Mosaic, LLC dba The Mosaic Group

Officer's Name: Ann Marie Sorrell Title: President & CEO

Signature: 

Equal Benefits Certification

This form must be completed and submitted with your firm's submittal /proposal /bid.

Equal Benefits Ordinance. Section 66-9 of the City's Code of Ordinances provides that, with limited exceptions, when contracting for goods, services or construction in an amount of \$50,000 or more, with persons or businesses with five or more employees that also provide benefits to employees' spouses and dependents, the city shall contract only with those persons or businesses that provide equal benefits to employees' domestic partners.

Check only one box below:

☐ 1. The firm certifies and represents that it will comply during the entire term of the contract with Sec. 66-9 of the City's Code of Ordinances by providing benefits to employees' domestic partners equal to those benefits provided to employees' spouses and dependents; or

☒ 2. The firm does not need to comply with Sec. 66-9 of the City's Code of Ordinances because of an allowable exemption: (Check exemptions that apply):

- ☐ The firm's price for the contract term awarded is \$50,000 or less.
- ☐ The firm employs less than five (5) employees.
- ☒ The firm does not provide benefits to employees' spouses nor employees' dependents.
- ☐ The firm is a government entity.
- ☐ The contract is for the sale or lease of property.
- ☐ Compliance would violate grant requirements or regulations of federal / state law.
- ☐ The contract is an emergency procurement or necessary to respond to an emergency situation.

☐ 3. The firm does not comply with Sec. 66-9 of the City's Code of Ordinances and does not have an allowable exemption.

I, Ann Marie Sorrell, President & CEO
(Print Name of Authorized Officer) (Title)

of Upscale Events by Mosaic, LLC dba The Mosaic Group
(Name of Firm)

hereby attest that I have the authority to sign this certification on behalf of the firm and certify that the above information is true, complete and correct.

Signature: *Ann Marie Sorrell*

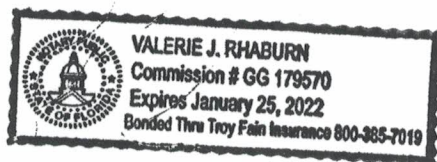
STATE OF Florida

COUNTY OF Palm Beach

Sworn to and subscribed before me this 30 day of December, 2019, by

Ann Marie Sorrell, as an act of Upscale Events by Mosaic, LLC dba The Mosaic Group
(firm), who is

personally known to me or produced the following identification:



Notary Signature: *Valerie J. Rhaburn*

Print Notary Name: Valerie J. Rhaburn

Commission No. GG 179570

THE MOSAIC DIFFERENCE

**ABOUT THE MOSAIC GROUP**

The Mosaic Group was **incorporated in 2005** and is **an award-winning firm that has served over 500 clients locally, regionally, and globally**. The Mosaic Group is headquartered in West Palm Beach and is a full-service community engagement, marketing, public relations, advertising, and government relations firm. We are a **certified small business enterprise (SBE) and minority/woman business enterprise (MWBE)**. Our team is comprised of a highly qualified and seasoned group of experts. Our multi-cultural team of English, Spanish, Creole and Portuguese speaking communications specialists has over 100 years of combined experience and backgrounds to serve the diverse makeup of West Palm Beach. Our mission is to build credibility and increase visibility for our clients. We strive to provide the highest quality of customer care and innovative solutions.

OUR SERVICES

Media Relations • Digital Media & Marketing • Media Planning & Buying • Crisis Communication • Advertising • Branding • Corporate Communications • Government Relations • Public Involvement • Event Planning & Management • Community Engagement • Social Media Strategy • Quantitative & Qualitative Market Research • Digital Data Analysis • Multicultural Marketing & Strategies • Grassroots Strategies • Videography • Photography • In-House 10 Seat Call Center • Small & Large Scale Printing

RECENT AWARDS

- Chamber of the Palm Beaches Diverse Organization of the Year – 2018
- Black Owned Media Alliance (BOMA) Advertising Agency of the Year – 2018
- South Florida Business Journal Best Places to Work—2016
- PBC Business Matchmaker DBE of the Year—2016
- PBC Business Matchmaker Small Business Advocate of the Year —2015

OWNERSHIP CHANGES

Mosaic has not had any ownership changes since July 2016 when Ann Marie Sorrell became 100% owner from 50% owner. Mosaic does not have any plans for future ownership changes within the next 6 months or foreseeable future.

BUSINESS AFFILIATIONS/SUBSIDIARIES

Mosaic CoWork (owned by The Mosaic Group)

Mixers in Motion Mobile Bar Services (Joint Venture – Culinary Flair Catering & The Mosaic Group)

OFFICE TO SERVICE THE CITY OF WEST PALM BEACH

Mosaic Headquarters

5840 Corporate Way, Suite 250

West Palm Beach, Florida 33407

SUSPENSION OR DEBARMENT

The Mosaic Group has never been suspended or debarred by any government agency. **The Mosaic Group has never been** involved in any litigation regarding any procurement or client contract or claims regarding use of force or related to firms' services.

CONVICTIONS

The **principal/officer, Ann Marie Sorrell of The Mosaic Group does not have** any prior convictions for bribery, theft, forgery, embezzlement, falsification, or destruction of records, antitrust violations, honest services fraud or other offense indicating a lack of business integrity or honesty; or any prior violation of the ethical standards; suspension or debarment by the city or another government entity.

A. THREE BALLOT REFERENDA

CLIENT 1: COORDINATING COUNCIL OF BROWARD (CCB)

PROJECT: Broward County Affordable Housing Trust Referendum Educational Campaign - inform Broward County Constituents about the Affordable Housing Crisis, address stigmas associated with the term "affordable housing", and promote the Charter Review Commission's proposed ballot amendment language to create a Broward County Affordable Housing Trust Fund.

DESCRIPTION OF WORK: The Mosaic Group was engaged by the City of North Miami and provided the following services:

- Developed Campaign theme and Brand
- Identified Campaign target audiences – businesses, municipalities and voters
- Developed Campaign messaging
- Created campaign materials (English, Spanish and Creole)
- Developed campaign informational website
- Created Campaign Partnership/Donation collateral/set up donation platform
- Created and Managed Paid Social and Digital Media Campaign
- Established voter list/database
- Developed Campaign email marketing campaign
- Work with County Commissioners, partner municipalities, community nonprofit/civic groups, and the business community to disseminate educational materials with within their existing communication outlets. Ex. Facebook, Instagram, public access television stations, email marketing, special events, community meetings, and more.
- Organize canvassing team to distribute educational door hangers in targeted neighborhoods
- Coordinate with city elected officials to create event calendars that included providing referendum education at HOA meetings, faith-based events, family recreational activities, and help them create events in their respective districts to educate their specific constituencies.
- Develop door to door community outreach to educate targeted likely voters.
- Developed press releases and advertising materials for local newspapers and coordinated interviews with media outlets
- Created and organized the "Community Exchange" to engage constituents in dialog around the affordable housing crisis and the ballot issue.

DURATION: August 2018 – November 2018

GEOGRAPHIC FOCUS: Broward County

KEY PERSONNEL INVOLVED: Ann Marie Sorrell (Team Lead), Katia Saint Fleur, Georges Etienne

GRAPHICS, COLLATERAL MATERIALS, WEBSITE, SOCIAL MEDIA, ADVERTISING AND PRINT ITEMS

CAMPAIGN LOGO




CAMPAIGN PLEDGE




YARD SIGN



CAMPAIGN FLYER





Who Does Affordable Housing Affect?

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

You Hold the Power to support affordable housing opportunities for Broward County renters and homeowners.

Support the Broward County Affordable Housing Trust Fund
NO TAX INCREASE, NO COST TO VOTERS

www.browardhousingtrust.com
(954) 546-2707

**VOTE YES ON TUESDAY
NOVEMBER 6th**
EARLY VOTING
OCTOBER 27 - NOVEMBER 3

COMMUNITY EXCHANGE FLYER





**STAND UP!
BE HEARD!**
Community Exchange:
Solutions for Affordable Housing

Hosted by Broward County Commissioner Barbara Sharief

The affordable housing crisis in Broward County affects us all!

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

\$60,900
Broward County's Median Income
Able to afford a house valued at approx. \$185,000

\$24.10
Minimum Hourly Wage Needed
To afford a 2-bedroom rental at market rate rent

\$330,000
Average Home Sales Price
A family household will need to earn over \$100k/year

**Thursday
September 20th
7PM-8PM**

**Share Your Story,
Voice Your Solutions.**

Miramar Multi-Service Complex
8700 Miramar Pkwy
Miramar, FL

Presented by Coordinating Council of Broward

Learn about the Broward County Affordable Housing Trust Fund Referendum
(November 6th Mid-term Election Ballot Issue)

Light Refreshments will be served. Free and Open to the Public.
RSVP at: www.browardhousingtrust.com or call (954) 546-2707

MUNICIPAL FLYER





The affordable housing crisis in Broward County affects us all!

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

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Broward County's Median Income
Able to afford a house valued at approx. \$185,000

\$24.10
Minimum Hourly Wage Needed
To afford a 2-bedroom rental at market rate rent

\$330,000
Average Home Sales Price
A family household will need to earn over \$100k/year

Are you losing residents to other cities or states? Are you challenged with recruiting businesses and employers? Do your residents spend more than 30% of income earned on housing expenses and have difficulty managing other living expenses and obligations?

You Hold the Power to support affordable housing opportunities for Broward County renters and homeowners.

Pledge Your Support for the
Broward County Affordable Housing Trust Fund Referendum
NO TAX INCREASE, NO COST TO VOTERS
VOTE YES ON TUESDAY, NOVEMBER 6
(Early Voting October 22 - November 4)

TAKE THE PLEDGE AT WWW.BROWARDHOUSINGTRUST.COM

BUSINESS/ORGANIZATION FLYER





The affordable housing crisis in Broward County affects us all!

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

\$60,900
Broward County's Median Income
Able to afford a house valued at approx. \$185,000

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Minimum Hourly Wage Needed
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NO TAX INCREASE, NO COST TO VOTERS
VOTE YES ON TUESDAY, NOVEMBER 6
(Early Voting October 22 - November 4)

TAKE THE PLEDGE AT WWW.BROWARDHOUSINGTRUST.COM

SOCIAL MEDIA POSTS



AFFORDABLE HOUSING
YOU. ME. US.

Do You or Someone You Know Spend more than 30% of income earned on housing expenses and have difficulty managing other living expenses and obligations?

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

You Hold the Power to support affordable housing opportunities for Broward County renters and homeowners.

Support the Broward County Affordable Housing Trust Fund
**NO TAX INCREASE,
NO COST TO VOTERS**

www.browardhousingtrust.com

**VOTE YES ON TUESDAY
NOVEMBER 6th**
EARLY VOTING
OCTOBER 22 - NOVEMBER 4



AFFORDABLE HOUSING
YOU. ME. US.

58% of Broward County Residents spend more than 30% of monthly income on housing expenses

Support the Broward County Affordable Housing Trust Fund
NO TAX INCREASE, NO COST TO VOTERS

VOTE YES ON TUESDAY NOVEMBER 6th
EARLY VOTING OCTOBER 22 - NOVEMBER 4

www.browardhousingtrust.com



AFFORDABLE HOUSING
YOU. ME. US.

Support the Broward County Affordable Housing Trust Fund
**NO TAX INCREASE,
NO COST TO VOTERS**

**VOTE YES ON TUESDAY
NOVEMBER 6th**
EARLY VOTING
OCTOBER 22 - NOVEMBER 4

www.browardhousingtrust.com



AFFORDABLE HOUSING
YOU. ME. US.

BROWARD COUNTY AFFORDABLE HOUSING TRUST FUND

Shall the Broward County Charter be amended to enact a new Section 11.11 to establish the Broward County Affordable Housing Trust Fund, to provide a definition of "Affordable Housing," and to provide for the purpose of the Trust Fund, the revenue sources for the Trust Fund, the continuing nature of the Trust Fund, and for administration and oversight of the Trust Fund?

☒ YES ☐ NO

**VOTE YES ON TUESDAY
NOVEMBER 6th** EARLY VOTING OCTOBER 22 - NOVEMBER 4 www.browardhousingtrust.com

WEBSITE – BrowardHousingTrust.com



REFERENDUM AFFECTS US ALL GET INVOLVED CONTACT (954) 546-2707 browardhousingtrust@gmail.com Facebook Twitter Instagram



REFERENDUM AFFECTS US ALL GET INVOLVED CONTACT (954) 546-2707 browardhousingtrust@gmail.com Facebook Twitter Instagram

Referendum

NO TAX INCREASE, NO COST TO VOTERS

BROWARD COUNTY AFFORDABLE HOUSING TRUST FUND WILL CREATE AND SUSTAIN AFFORDABLE HOUSING FOR BROWARD COUNTY RENTERS AND HOMEOWNERS

BROWARD COUNTY AFFORDABLE HOUSING TRUST FUND

Shall the Broward County Charter be amended to enact a new Section 11.11 to establish the Broward County Affordable Housing Trust Fund, to provide a



REFERENDUM AFFECTS US ALL GET INVOLVED CONTACT (954) 546-2707 browardhousingtrust@gmail.com Facebook Twitter Instagram



We welcome your endorsement of the Broward County Affordable Housing Trust Fund Referendum.

Endorse



Help Us Create Affordable, Sustainable Housing For ALL.

Volunteer



Give today to assist in creating awareness and engage voters.

Donate

SOCIAL MEDIA PAGES SET UP/POSTS



GOOD MORNING MIRAMAR INTERVIEW



CLIENT 2: CITY OF NORTH MIAMI

PROJECT: North Miami General Obligation (GO) Bond Educational Campaign - The proposed bond was designed to finance improvements to public and recreational facilities, infrastructure and sustainability, community policing and technology, along with affordable housing.

DESCRIPTION OF WORK: The Mosaic Group was engaged by the City of North Miami and provided the following services:

- Developed Campaign messaging
- Created campaign materials (English, Spanish and Creole)
- Developed campaign informational website
- Created and Managed Paid Social and Digital Media Campaign
- Established voter list/database
- Targeted direct mailing to likely voters
- Work with city's Public Information Officer to disseminate educational materials with within the City's existing communication outlets. Ex. Facebook, Instagram, city-wide television station
- Work with Public Works department to distribute educational door hangers.
- Coordinate with city elected officials to create event calendars that included providing referendum education at HOA meetings, faith-based events, family recreational activities, and help them create events in their respective districts to educate their specific constituencies.
- Kept the city in compliance with the Department of Elections with reporting
- Develop door to door community outreach to educate targeted likely voters.
- Developed advertising materials for local newspapers and created spots for both English and Creole radio ads. (In-Language radio ads also included opportunities for city officials to engage with voters directly and answer questions in talk show settings.)

DURATION: March 2018 – May 1, 2018

GEOGRAPHIC FOCUS: City of North Miami

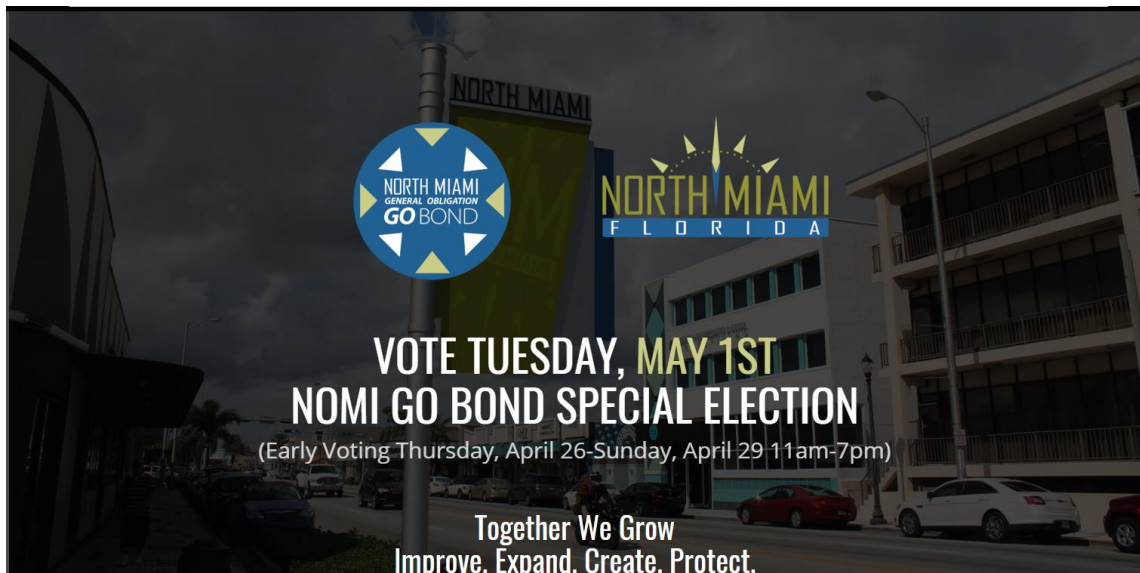
KEY PERSONNEL INVOLVED: Katia Saint Fleur (Team Lead), Ann Marie Sorrell, Georges Etienne

GRAPHICS, COLLATERAL MATERIALS, WEBSITE, SOCIAL MEDIA, ADVERTISING AND PRINT

FACEBOOK COVER



WEBSITE HOME PAGE – NOMIGOBOND.COM



FLYER/POSTER

RETRACTABLE BANNER

NORTH MIAMI GO BOND

TOGETHER WE GROW

VOTE TUESDAY MAY 1ST
EARLY VOTING THURSDAY-SUNDAY APRIL 26-29, 2018

IMPROVE • EXPAND • CREATE • PROTECT

IMPROVE
Infrastructure, Public and Recreational Facilities

CREATE
Affordable Housing

EXPAND
Sustainability, Technology, and Community Policing

PROTECT
Against Sea Level Rise

THE TIME IS NOW NOMI!

VOTE TUESDAY, MAY 1ST • NMI GO BOND SPECIAL ELECTION
Early Voting Thursday, April 26 - Sunday, April 29 from 11AM-7PM
North Miami Public Library
835 NE 132 Street, North Miami, FL 33161

WWW.NOMIGOBOND.COM • NoMiGoBond@NorthMiami.gov

@NORTHMIAMIFL • @NOMINEWS

NORTH MIAMI GO BOND

TOGETHER WE GROW

VOTE TUESDAY MAY 1ST

IMPROVE
EXPAND
CREATE
PROTECT

VOTE TUESDAY, MAY 1ST
NMI GO BOND SPECIAL ELECTION
Early Voting Thursday, April 26 thru Sunday, April 29
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WWW.NOMIGOBOND.COM | @NORTHMIAMIFL • @NOMINEWS

BUTTON/STICKER



FLAGPOLE BANNER



DOOR HANGER



BUS BENCH/BANNER



TOGETHER WE GROW

VOTE
TUESDAY
MAY 1ST
NOMI GO BOND
SPECIAL ELECTION

IMPROVE • EXPAND • CREATE • PROTECT

The Time is Now NoMi | Early Voting April 26-29, 2018 at the North Miami Library 11AM-7PM
www.NoMiGoBond.com

DIRECT MAIL (2)

FRONT

TOGETHER WE GROW

VOTE TUESDAY MAY 1ST

EARLY VOTING APRIL 26-29, 2018
AT THE NORTH MIAMI LIBRARY FROM 11AM-7PM

**CITY OF NORTH MIAMI
GENERAL OBLIGATION NOMI GO BOND**

1. What is a General Obligation (GO) Bond?
A General Obligation bond (also known as a GO bond) is a debt mechanism that is financially backed by the assessment of all voters taxes. All Voters taxes are currently assessed to the property taxes. A GO bond must be approved by the voters before proceeding with implementation.

2. How can I calculate my individual financial obligation if the bond is adopted?
Visit www.NoMiGoBond.com where you'll find the GO Bond Debt Service Mitigation Calculator under the "Financial Documents" tab. This feature allows you to view and calculate assessed property values and annual tax payments. The website offers two types of bond calculations. The first calculator provides your average cost per year, based on your household home value. After completion of the Solu Mia project, we anticipate a reduced cost per household. The second calculator includes individualized line item project savings estimates. The financial information listed on the website is based on estimates and assumptions. Actual costs, interest calculations and mitigation assessments will not be final until the actual issuance of the bond and the tax millage are officially assessed.

3. What is the purpose of the City of North Miami's proposed General Obligation Bond?
The purpose of the City of North Miami's proposed GO bond is to finance the cost of various capital improvement projects including park improvements, road projects, new public facilities, affordable housing projects, community parking and technology projects along with housing, prevention and sustainability projects. Residents will vote on the implementation of each element of the proposed bond during a special election on Tuesday, May 1st.

4. How much money will tax payers spend on the NoMi GO Bond?
Over the next year, the proposed bond project amount projected assessed \$100,000,000, plus an estimated \$102,117,000 in interest. A proposed \$102 million is allocated for acquisition and construction of affordable single family and multi-family housing. For infrastructure and sustainability, \$27 million is proposed for improvements to sidewalks, street resurfacing, landscaping, lighting, green spaces, transit, drainage and roadway projects. A total of \$2 million is proposed for technological improvements, general investment, community parking, transit, public equipment, services, Wi-Fi, security cameras, broadband and emergency operations. City Administration proposes \$77 million focused on public and recreational facilities, including a gymnasium, ice complex, parking garage construction, community centers, a new sports complex and other park improvements.

5. What are the projects and the budget for each project?
Based on feedback from North Miami residents and City Administration, the Proposed GO Bond has four areas of focus: Public Facilities, Infrastructure and Sustainability, Technology Improvements and Affordable Housing. A complete listing of possible projects is available online at www.NoMiGoBond.com. Each project must go before the City Council for approval.

For less than \$11/month, the average North Miami home owner can:
IMPROVE Infrastructure, Public & Recreational Facilities
EXPAND Technology and Community Parking
CREATE More Affordable Housing
PROTECT Against Sea Level Rise

NoMi GO Bond Timeline:

DATE	EVENT
APRIL 15, 2018	Early Voting Begins
JANUARY 15, 2018	Early Voting Ends
APRIL 26-29, 2018	Early Voting Ends
MAY 1ST, 2018	Vote on GO Bond

NoMi GO Bond Informational Sessions & Community Meetings:
• November 15, 2017
• November 21, 2017
• January 25, 2018
• February 6, 2018

For more information, visit www.NoMiGoBond.com

BACK

City of North Miami
776 NE 125 Street
North Miami, FL 33161

CITY OF NORTH MIAMI GENERAL OBLIGATION NOMI GO BOND

IMPROVE • EXPAND • CREATE • PROTECT

VOTE TUESDAY MAY 1ST

EARLY VOTING APRIL 26-29, 2018
AT THE NORTH MIAMI LIBRARY FROM 11AM-7PM

#NORTHMIAMI FL @NOMINEWS

FRONT

TOGETHER WE GROW

VOTE TUESDAY MAY 1ST

EARLY VOTING APRIL 26-29, 2018
AT THE NORTH MIAMI LIBRARY FROM 11AM-7PM

**CITY OF NORTH MIAMI
776 NE 125TH STREET
NORTH MIAMI, FL 33161**

Standard US Postage PAID Mastermail, Inc.

IMPROVE • EXPAND • CREATE • PROTECT

#NORTHMIAMI FL @NOMINEWS
www.NoMiGoBond.com - NoMiGoBond@NorthMiami.gov

BACK

TOGETHER WE GROW

VOTE TUESDAY MAY 1ST

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AT THE NORTH MIAMI LIBRARY FROM 11AM-7PM

**CITY OF NORTH MIAMI
GENERAL OBLIGATION NOMI GO BOND**

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4. How much money will tax payers spend on the NoMi GO Bond?
Over a 30 year span, the proposed bond project amount shall not exceed \$100,000,000, plus an estimated \$102,117,000 in interest. A proposed \$102 million is allocated for acquisition and construction of affordable single family and multi-family housing. For infrastructure and sustainability, \$27 million is proposed for improvements to sidewalks, street resurfacing, landscaping, lighting, green spaces, transit, drainage and roadway projects. A total of \$2 million is proposed for technological improvements, general investment, community parking, transit, public equipment, services, Wi-Fi, security cameras, broadband and emergency operations. City Administration proposes \$77 million focused on public and recreational facilities, including a gymnasium, ice complex, parking garage construction, community centers, a new sports complex and other park improvements.

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• November 15, 2017
• November 21, 2017
• January 25, 2018
• February 6, 2018

For more information, visit www.NoMiGoBond.com
NoMiGoBond@NorthMiami.gov

FLYERS (TRANSLATED SPANISH & KREYOL)



BUSINESS CARDS



SOCIAL MEDIA IMAGES





SOCIAL MEDIA AD CAMPAIGN

The City of North Miami

April 10 at 7:33am · 48

Together We Grow NoMi! We can improve infrastructure, expand technology and community policing, create more affordable housing, and protect against sea level rise. The Time is Now! VOTE TUESDAY, MAY 1ST NOMI GO BOND SPECIAL ELECTION. Learn more --> <http://nomigobond.com/>

9,173 people reached

Boost Post

162

33 Comments 32 Shares

Performance for Your Post

9,173 People Reached

286 Reactions, Comments & Shares

154 Like	146 On Post	8 On Shares
11 Love	10 On Post	1 On Shares
1 Haha	1 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
3 Sad	3 On Post	0 On Shares
10 Angry	9 On Post	1 On Shares
71 Comments	37 On Post	34 On Shares
33 Shares	32 On Post	1 On Shares
545 Post Clicks	318 Photo Views	91 Link Clicks
		136 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity

Post Details

Video Post Shares BETA

See metrics for all videos

The City of North Miami

Dr. Smith Joseph has a message for about the proposed #NoMiGOBOND. Learn more about the bond at www.NoMiGOBOND.com.

4:13 · Uploaded on 04/09/2018 · View Permalink

Performance for Your Post

Minutes Viewed 5,115

Video Views 8,971

10-Second Views 3,742

Video Average Watch Time 0:12

Audience and Engagement

The City of North Miami

12 hrs · 48

Together We Grow NoMi! We can create more affordable housing. VOTE TUESDAY, MAY 1ST NOMI GO BOND SPECIAL ELECTION. Learn more --> nomigobond.com

290 people reached

Boost Post

30

9 Comments 4 Shares

Performance for Your Post

290 People Reached

6 Reactions, Comments & Shares

2 Like	2 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
2 Angry	2 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
25 Post Clicks	4 Photo Views	4 Link Clicks
		17 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

The City of North Miami

April 17 at 8:50pm · 48

Together We Grow NoMi! We can improve infrastructure and public and recreational facilities. VOTE TUESDAY, MAY 1ST NOMI GO BOND SPECIAL ELECTION. Learn more --> nomigobond.com

988 people reached

Boost Post

30

9 Comments 4 Shares

Performance for Your Post

988 People Reached

51 Reactions, Comments & Shares

20 Like	18 On Post	2 On Shares
2 Love	2 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
7 Sad	7 On Post	0 On Shares
5 Angry	5 On Post	0 On Shares
12 Comments	10 On Post	2 On Shares
4 Shares	4 On Post	0 On Shares
58 Post Clicks	10 Photo Views	6 Link Clicks
		42 Other Clicks


NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

8X10 FAQ FLYERS (ENGLISH, KREYOL & SPANISH)



TOGETHER WE GROW

IMPROVE • EXPAND • CREATE • PROTECT

VOTE TUESDAY MAY 1ST

EARLY VOTING APRIL 26-29, 2018
AT THE NORTH MIAMI LIBRARY FROM 11AM-7PM

Facebook: @NORTHMIAMIFL Twitter: @NOMINews

www.NoMiGoBond.com • NoMiGoBond@NorthMiami.gov



TOGETHER WE GROW

VOTE TUESDAY MAY 1ST

EARLY VOTING THURSDAY-SUNDAY
APRIL 26-29, 2018 11AM-7PM
NORTH MIAMI PUBLIC LIBRARY
400 NW 100th ST, NORTH MIAMI, FL 33163

CITY OF NORTH MIAMI GENERAL OBLIGATION NOMI GO BOND

- What is a General Obligation (GO) Bond?**
A General Obligation bond also known as a GO bond is a debt instrument that is typically backed by the assessment of ad valorem taxes. As income taxes are currently levied on the property taxes. A GO bond must be approved by the voters before proceeds can be used.
- How can I calculate my individual financial obligation if the bond is adopted?**
Visit www.NoMiGoBond.com where you'll find the GO Bond Debt Service Billing Calculator under the "Investment Documents" tab. This feature allows you to view and calculate assessed property values and annual tax payments. The website offers two types of bond calculations. The first calculator provides your average total per household based on your taxable home value. After completion of the Soda Mia project, we anticipate a reduced cost per household. The second calculator, industry standard, provides Soda Mia project savings estimates. The financial information listed on the website is based on estimates and assumptions. Actual costs, interest calculations and savings estimates will not be final until the actual issuance of the debt and the tax millage are officially assessed.
- What is the purpose of the City of North Miami's proposed General Obligation Bond?**
The purpose of the City of North Miami's proposed GO Bond is to finance the cost of various capital improvement projects including parks improvements, road projects, new public facilities, affordable housing projects, community policing and technology projects along with flood prevention and sustainability projects. Residents will vote on the implementation of each element of the proposed bond during a special election on Tuesday, May 1st.
- How much money will tax payers spend on the NoMi GO Bond?**
The proposed bond principal amount shall not exceed \$120,000,000. The total estimated interest amount over the 30 year span will be approximately \$152,217,000. A proposed \$10 million is allotted for acquisition and construction of affordable single-family and multi-family housing. For infrastructure and sustainability, \$51 million is proposed for improvements to sidewalks, street furnishings, landscaping, lighting, green space, transit, drainage and roadway projects. A total of \$2 million is expected for technological enhancements geared toward community policing, safety, police equipment, services, Wi-Fi, security cameras, training, and emergency operations. City Administration proposes \$77 million focused on public and recreational facilities, including a governmental complex, parking garage construction, community center, a new sports complex and other park improvements.
- What are the projects and the budget for each project?**
Based on feedback from North Miami residents and City Administrators, the Proposed GO Bond has four areas of focus: Public Facilities, Infrastructure and Sustainability, Technology Improvements and Affordable Housing. A complete listing of possible projects is available online at www.NoMiGoBond.com. Each project must get before the City Council for approval.

For less than \$11/month, the average North Miami home owner can:

Category	Item
Recreation	Recreation
Public Facilities	Public Facilities
Infrastructure	Infrastructure
Technology	Technology

NoMi GO Bond Timeline:

Date	Event
APRIL 12, 2018	Final Hearing of the Proposed GO Bond at the City Council
APRIL 26-29, 2018	Early Voting
MAY 1, 2018	Final GO Bond Election
JANUARY 15, 2019	First Payment of the GO Bond Debt Service

Facebook: @NORTHMIAMIFL Twitter: @NOMINews

www.NoMiGoBond.com • NoMiGoBond@NorthMiami.gov



ANSANM N'AP AVANSE

AMELYORE • DEVLOPE • KREYE • PWOTEJE

AL VOTE MADI 1YE ME

VOTE BONÉ JEDI 26 AVRIL JISKA DIMANCH 29 AVRIL
NAN NORTH MIAMI PUBLIC LIBRARY 11AM-7PM

Facebook: @NORTHMIAMIFL Twitter: @NOMINews

www.NoMiGoBond.com • NoMiGoBond@NorthMiami.gov



ANSANM N'AP AVANSE

AL VOTE MADI 1YE ME

VOTE BONÉ JEDI 26 AVRIL JISKA DIMANCH 29 AVRIL
NORTH MIAMI PUBLIC LIBRARY
400 NW 100th ST, NORTH MIAMI, FL 33163

OBLIGASYON GO NOMI: KEKSYON AK REPONS

- Al sa pa nan pou Pre Obligasyon Jeneral (GO)?**
Yon Pre Obligasyon Jeneral (GO) se yon tip de obligasyon ki fèt pou finansman yon projè devlopman. Li se yon tip de obligasyon ki fèt pou finansman yon projè devlopman. Li se yon tip de obligasyon ki fèt pou finansman yon projè devlopman.
- Kijan mwen kapab kalkile obligasyon finansman mwen si yo adopte pre sa?**
Vizite www.NoMiGoBond.com pou wè sa kapab kalkile, gade e pou wè si ou kapab kalkile. Ou ka kalkile obligasyon finansman mwen si yo adopte pre sa. Ou ka kalkile obligasyon finansman mwen si yo adopte pre sa. Ou ka kalkile obligasyon finansman mwen si yo adopte pre sa.
- Ki sa pou mwen si yo adopte pre sa?**
Si yo adopte pre sa, ou ka kalkile obligasyon finansman mwen si yo adopte pre sa. Ou ka kalkile obligasyon finansman mwen si yo adopte pre sa. Ou ka kalkile obligasyon finansman mwen si yo adopte pre sa.

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Recreation	Recreation
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Facebook: @NORTHMIAMIFL Twitter: @NOMINews

www.NoMiGoBond.com • NoMiGoBond@NorthMiami.gov



JUNTOS CRECEMOS

MEJORAR • AMPLIAR • CREAR • PROTEGER

VOTE EL MARTES 1 DE MAYO

VOTACIÓN TEMPRANA 26 AL 29 DE ABRIL DE 2018
EN NORTH MIAMI PUBLIC LIBRARY 11AM-7PM

Facebook: @NORTHMIAMIFL Twitter: @NOMINews

www.NoMiGoBond.com • NoMiGoBond@NorthMiami.gov



JUNTOS CRECEMOS

VOTE EL MARTES 1 DE MAYO

VOTACIÓN TEMPRANA DEL JUEVES 26 DE ABRIL AL DOMINGO 29 DE ABRIL 11AM-7PM
NORTH MIAMI PUBLIC LIBRARY
400 NW 100th ST, NORTH MIAMI, FL 33163

PREGUNTAS Y RESPUESTAS SOBRE LOS BONOS DE OBLIGACIÓN GENERAL (GO) NOMI

- ¿Cuál es la forma de obligación general (GO)?**
Un bono de obligación general es un instrumento financiero que se emite para financiar un proyecto de desarrollo. El bono de obligación general es un instrumento financiero que se emite para financiar un proyecto de desarrollo. El bono de obligación general es un instrumento financiero que se emite para financiar un proyecto de desarrollo.
- ¿Cómo puedo calcular mi obligación financiera individual si se adopta el bono?**
Visite www.NoMiGoBond.com para calcular su obligación financiera individual si se adopta el bono. Visite www.NoMiGoBond.com para calcular su obligación financiera individual si se adopta el bono. Visite www.NoMiGoBond.com para calcular su obligación financiera individual si se adopta el bono.
- ¿Cuál es la finalidad del bono de obligación general de la ciudad de North Miami?**
La finalidad del bono de obligación general de la ciudad de North Miami es financiar un proyecto de desarrollo. La finalidad del bono de obligación general de la ciudad de North Miami es financiar un proyecto de desarrollo. La finalidad del bono de obligación general de la ciudad de North Miami es financiar un proyecto de desarrollo.
- ¿Cuáles son los beneficios y el presupuesto para este proyecto?**
Con base en los comentarios de los residentes de North Miami y los administradores de la ciudad, el bono de obligación general se emite para financiar un proyecto de desarrollo. Con base en los comentarios de los residentes de North Miami y los administradores de la ciudad, el bono de obligación general se emite para financiar un proyecto de desarrollo. Con base en los comentarios de los residentes de North Miami y los administradores de la ciudad, el bono de obligación general se emite para financiar un proyecto de desarrollo.

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www.NoMiGoBond.com • NoMiGoBond@NorthMiami.gov

CLIENT 3: TJP STRATEGIES/BROWARD COUNTY

PROJECT: Broward County Surtax: Penny for Transportation - The proposed surtax was a dedicated source of funding for countywide transportation system improvements through the levy of a 30-year, 1 cent surtax.

DESCRIPTION OF WORK: The Mosaic Group was engaged by TJP Strategies and the Broward County Surtax and provided the following services:

- Develop and manage a canvassing team to disseminate educational materials to HOAs, faith-based organizations, community events, public gathering places, local businesses, and targeted neighborhoods
- Coordinate presentation/speaking opportunities for the Broward County Surtax Speakers Bureau's team members

DURATION: September 2018 – November 2018

GEOGRAPHIC FOCUS: Broward County

KEY PERSONNEL INVOLVED: Ann Marie Sorrell (Team Lead), Angela Perry

GRAPHICS, COLLATERAL MATERIALS



Why is a Penny for Transportation on the Ballot? To create a PLAN for the future!

- Approximately 30 percent of tax revenue would be paid by non-County residents.
- Miami-Fort Lauderdale region found least affordable for housing and transportation. More transportation options help us remain competitive as a destination.
- Broward County households average 2 cars each. A household can save approximately \$10,000 a year per vehicle eliminated.
- Technology is changing how people move around. This proposal includes funding to respond to and quickly adopt new technologies.

Sources: Florida Association of Counties; Florida Dept. of Revenue; American Public Transit Association; United Chamber Foundation; Washington Post

Independent Oversight Committee

A 9-member Board ("Oversight Committee"), nominated by 7 independent community entities ("Appointing Authority"), is intended to:

- Monitor revenue, expenses, assumptions and forecasts
- Evaluate projects for eligibility
- Remove politics from the project review process
- Track progress milestones
- Report on activities and offer transparency to the public

What's On The Ballot

The question is located on the back of page three, top left, first County question.

PROJECT HIGHLIGHTS

The Plan is Designed to:



Create Connectivity

Connecting and integrating multiple technologies is key to creating a 'smart' grid and 'smart' community. The ordinance authorizing the surtax prioritizes projects that create connectivity and demonstrate the ability to reduce congestion.



Improve Transit Services

Plans incorporate full funding for existing Community Shuttles and expanded service, full funding for high demand, specialized transportation services for persons with disabling conditions (Paratransit), and a more reliable, responsive and accessible Transit Service System.



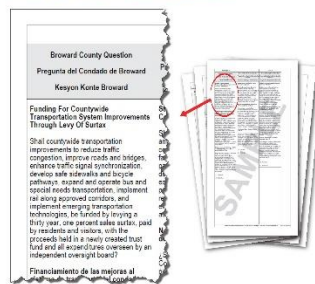
Relieve Traffic Congestion

Plans incorporate intersection improvements including resurfacing, pavement markings, medians, arm upgrades, drainage improvements, sidewalk and Americans With Disabilities updates, more turn lanes and through lanes, light synchronization, and fiber optic networks to increase traffic flow and reduce bottlenecks.



Expand the Availability of Multimodal Transportation

Multimodal means creating communities where various ways of getting around – walking, biking, using public transit, skating, driving – are safe and made available. The plan is also designed to add more green open spaces for walking, biking, and recreation across the County.



Taxable Items



*Only the first \$10,000 is subject to a local option sales tax.

Non-Taxable Items



**Treated food and alcoholic beverages, no tax.

PennyForTransportation.com

A Penny for Transportation offers local control of funding that will be allocated to eligible transportation projects only.



B. OUR UNDERSTANDING FOR NEUTRAL MESSAGING

As demonstrated in the examples of Client A and Client B, in which Mosaic developed all of the campaign messaging and communication tools, we understand the need for the messaging to be simple, yet informative for voters to easily grasp and understand so they can make an informed decision. We understand that the messaging must remain neutral with one goal and that is to educate the voter. We understand that the City must not under any circumstance advocate for the passage of the bond referendum.

A. CAMPAIGNS IN WEST PALM BEACH/PALM BEACH COUNTY

CLIENT 1: HONORABLE MAYOR JERI MUOIO

PROJECT: Campaign to Elect Jeri Muoio for Mayor, City of West Palm Beach (2011 and 2015)

DESCRIPTION OF WORK: The Mosaic Group was engaged by Cornerstone Solutions and provided the following services:

- African American and Hispanic Voter Outreach
- Fundraising efforts targeting African American donors
- Field Strategy/Get out the Vote (GOTV) - Develop and manage a canvassing team to disseminate educational materials to HOAs, faith-based organizations, community events, public gathering places, local businesses, and targeted neighborhoods
- Created and placed advertisements in multicultural media outlets (African American, Caribbean, and Hispanic media)

DURATION: 2011 Campaign (February 2011-March 2011); 2015 Campaign (January 2015-March 2015)

GEOGRAPHIC FOCUS: West Palm Beach

KEY PERSONNEL INVOLVED: Ann Marie Sorrell (Team Lead)

GRAPHICS, COLLATERAL MATERIALS, ADVERTISING



JERI ★★★ Muoio
FOR WEST PALM BEACH MAYOR

GET OUT TO VOTE

for

Jeri Muoio
Candidate for West Palm Beach Mayor

Join your friends and neighbors on Tuesday, March 1 at Gaines Park for a Get Out the Vote rally for Jeri Muoio.

Tuesday, March 1, 2011
5:30 pm - 6:30 pm

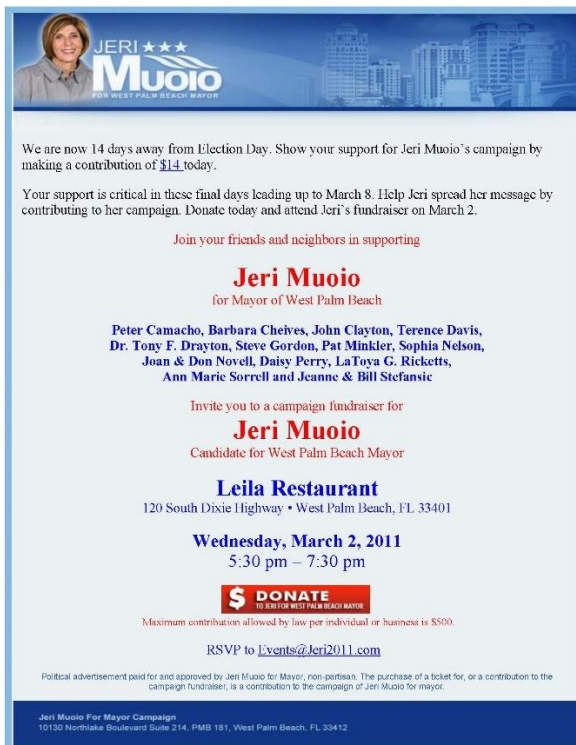
Gaines Park
1501 N. Australian Ave.
West Palm Beach, FL 33401

Special guests
Willie E. Gary
&
Don King

Bring 5 friends and family members with you.
Get there early and come show your support for Jeri Muoio.

Jeri Muoio For Mayor Campaign
10130 Northlake Boulevard Suite 214, PMB 181, West Palm Beach, FL 33412

Political advertisement paid for and approved by Jeri Muoio for mayor, non-partisan.



JERI ★★★ Muoio
FOR WEST PALM BEACH MAYOR

We are now 14 days away from Election Day. Show your support for Jeri Muoio's campaign by making a contribution of \$14 today.

Your support is critical in these final days leading up to March 8. Help Jeri spread her message by contributing to her campaign. Donate today and attend Jeri's fundraiser on March 2.

Join your friends and neighbors in supporting

Jeri Muoio
for Mayor of West Palm Beach

Peter Camacho, Barbara Cheives, John Clayton, Terence Davis, Dr. Tony F. Drayton, Steve Gordon, Pat Minkler, Sophia Nelson, Joan & Don Novell, Daisy Perry, LaToya G. Ricketts, Ann Marie Sorrell and Jeanne & Bill Stefansic

Invite you to a campaign fundraiser for

Jeri Muoio
Candidate for West Palm Beach Mayor

Leila Restaurant
120 South Dixie Highway • West Palm Beach, FL 33401

Wednesday, March 2, 2011
5:30 pm - 7:30 pm

\$ DONATE
TO JERI FOR WEST PALM BEACH MAYOR

Maximum contribution allowed by law per individual or business is \$500.



RSVP to Lvents@jeri2011.com

Political advertisement paid for and approved by Jeri Muoio for Mayor, non-partisan. The purchase of a ticket for, or a contribution to the campaign fundraiser, is a contribution to the campaign of Jeri Muoio for mayor.

Jeri Muoio For Mayor Campaign
10130 Northlake Boulevard Suite 214, PMB 181, West Palm Beach, FL 33412



ADVERTISEMENTS

LA CRIMINALIDAD HA
DISMINUIDO EN UN 16%

MÁS DE 1.8 MILLONES
DE DÓLARES
EN MEJORAS
PARA LOS VECINARIOS,
REPARACIONES
DE CALLES Y AYUDA A
PEQUEÑOS NEGOCIOS

VOTO
10 DE MARZO
2015

La alcaldesa Muoio, tiene una trayectoria de resultados, mas de 5000 nuevos empleos han sido creados para los residentes de West Palm Beach. La criminalidad ha disminuido en un 16%- Más de 1,8 millones de dólares en mejoras para los vecindarios, reparaciones de calles y ayuda a pequeños negocios.

Programas que incluyen Village Initiative, Promise Zone y Mayor's Youth Council, que ayudan a mejorar la educación, la vivienda, la economía, y en el desarrollo de más seguridad para el pueblo.



Esta es la razón el porqué, muchas comunidades, líderes comunitarios y organizaciones apoyan la candidatura de Jeri Muoio para la reelección.

El 10 de marzo, reelecta a la alcaldesa Jeri Muoio, para continuar la buena labor.

LISTA DE LOS QUE LA ENDOSAN: Chamber of Commerce of the Palm Beaches - Economic Council of Palm Beach County - Palm Beach County Human Rights Council Voters Alliance - Realtors Association of the Palm Beaches - Associated Builders and Contractors - West Palm Beach Association of Firefighters - Police Benevolent Association - AFL-CIO - National Organization For Women - SEIU - Ruth's List - The Palm Beach Post - Congresswoman Lois Frankel - Congressman Patrick Murphy - Congressman Alcee Hastings - State Attorney Dave Aronberg - County Commissioner Priscilla Taylor - County Commissioner Shelley Vano - Jorge Avellana - Rick Gonzalez - Rafael Rodriguez - Pedro Rodriguez

¡Voto Martes, 10 de marzo! www.JeriMuoio.com

Photo: Jeri Muoio/West Palm Beach Herald

CRIME IS DOWN 16%

OVER \$1.8 MILLION IN
NEIGHBORHOOD
IMPROVEMENTS
ROAD REPAIRS AND
SMALL BUSINESS
ASSISTANCE


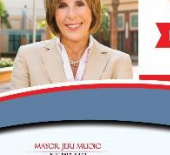
VOTE
MARCH 10th
2015

Mayor Muoio has a record of results. 5,000 new jobs for residents. Crime is down 16%. Over \$1.8 million in neighborhood improvements, road repairs and small business assistance. Programs including the Village Initiative, Promise Zone, and the Mayor's Youth Council will help improve education, housing, economic development and public safety. That's why so many community leaders and organizations support Jeri Muoio. Re-elect Mayor Jeri Muoio on March 10th to keep the good things going.

ENDORSEMENTS: Chamber of Commerce of the Palm Beaches - Economic Council of Palm Beach County - Palm Beach County Human Rights Council Voters Alliance - Realtors Association of the Palm Beaches - Associated Builders and Contractors - West Palm Beach Association of Firefighters - Police Benevolent Association - AFL-CIO - National Organization For Women - SEIU - Ruth's List - The Palm Beach Post - Congresswoman Lois Frankel - Congressman Patrick Murphy - Congressman Alcee Hastings - County Commissioner Priscilla Taylor - Former County Commissioner Addie Green - Judge Edward Rodgers

Vote Tuesday, March 10! www.JeriMuoio.com

Photo: Jeri Muoio/West Palm Beach Herald





CRIME IS DOWN 16%

OVER \$1.8 MILLION IN
NEIGHBORHOOD
IMPROVEMENTS
ROAD REPAIRS AND
SMALL BUSINESS
ASSISTANCE

VOTE
MARCH 10th
2015

Mayor Muoio has a record of results. 5,000 new jobs for residents. Crime is down 16%. Over \$1.8 million in neighborhood improvements, road repairs and small business assistance. Programs including the Village Initiative, Promise Zone, and the Mayor's Youth Council will help improve education, housing, economic development and public safety. That's why so many community leaders and organizations support Jeri Muoio. Re-elect Mayor Jeri Muoio on March 10th to keep the good things going.



**"WEST PALM BEACH
IS MOVING IN
THE RIGHT
DIRECTION"**

ENDORSEMENTS: Chamber of Commerce of the Palm Beaches - Economic Council of Palm Beach County - Palm Beach County Human Rights Council Voters Alliance - Realtors Association of the Palm Beaches - Associated Builders and Contractors - West Palm Beach Association of Firefighters - Police Benevolent Association - AFL-CIO - National Organization For Women - SEIU - Equality Florida - Ruth's List

Vote Tuesday, March 10! www.JeriMuoio.com

Photo: West Palm Beach Post - Kim Blank-Vogel

CLIENT 2: HONORABLE MAYOR ANDREW GILLUM

PROJECT: Campaign to Elect Andrew Gillum for Governor of Florida (PBC for Gillum)

DESCRIPTION OF WORK: The Mosaic Group was engaged by Mayor Andrew Gillum and provided the following services:

- Mosaic Office served as the Palm Beach County office for the Primary Election and continued to serve as one of the offices in PBC during the midterm election
- Volunteer Recruitment and Management
- Voter Outreach to all of Palm Beach County registered and likely voters
- Special emphasis on outreach to African American, Caribbean and Hispanic Voters
- Field Strategy/Get out the Vote (GOTV) - Develop and manage a canvassing team (managed over 50 paid canvassers and poll workers) to disseminate campaign materials door to door, faith-based organizations, community events, public gathering places, and local businesses
- Coordinated and managed daily phone banking to at Mosaic office (10-seat in house call center)
- Created and placed advertisements in multicultural media outlets (African American, Caribbean, and Hispanic media)
- Designed and Printed t-shirts, hats, towels, bags, yard signs, and more campaign promo items
- Coordinated special events with targeted constituents throughout PBC, GOTV Rallies, Meet & Greets, Townhalls, church appearances, Party at the Polls, and more.

DURATION: June 2018-November 2018

GEOGRAPHIC FOCUS: Palm Beach County

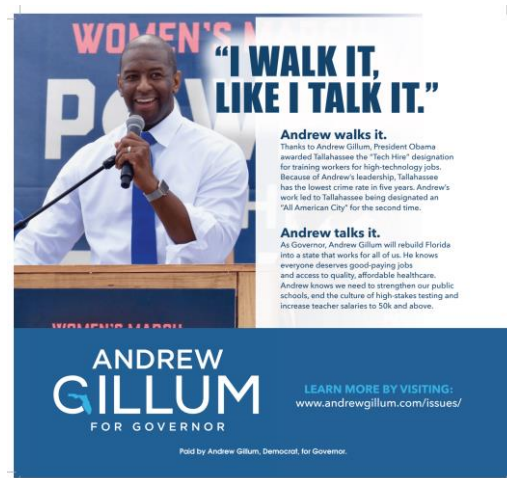
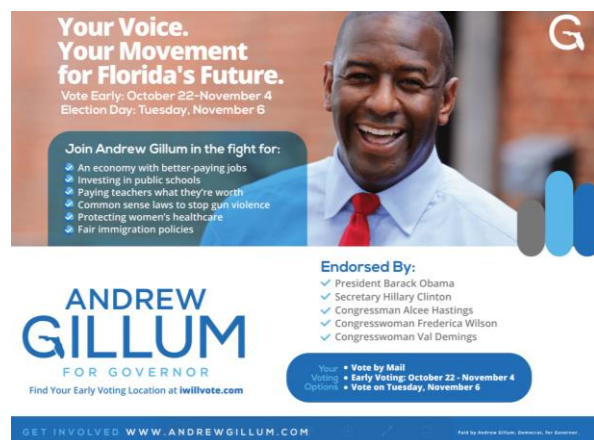
KEY PERSONNEL INVOLVED: Ann Marie Sorrell (Team Lead), Angela Perry, Georges Etienne

GRAPHICS, COLLATERAL MATERIALS, ADVERTISING

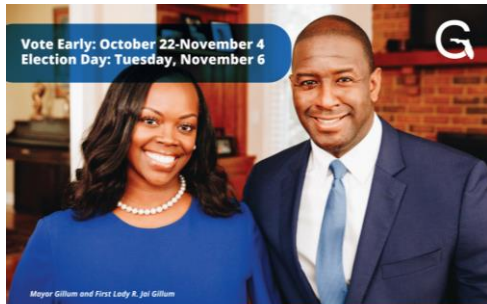
BILLBOARD



PRINT ADVERTISEMENTS



Vote Early: October 22-November 4
Election Day: Tuesday, November 6



Mayer Gillum and First Lady R-Jai Gillum

Growing up, my grandmother raised my siblings and me in the church. Today, those lessons guide me on our road to the Governor's Mansion. We're fighting for our communities and the issues we hold dear.

- Better public schools
- Safer communities
- Higher wages
- A fairer criminal justice system

Endorsed By:

- President Barack Obama
- Secretary Hillary Clinton
- Congressman Alcee Hastings
- Congresswoman Frederica Wilson
- Congresswoman Val Demings

God bless you and the great State of Florida!

ANDREW GILLUM
FOR GOVERNOR

Your 1. Vote by Mail
2. Early Voting: October 22 - November 4
Options 3. Vote on Tuesday, November 6

GET INVOLVED WWW.ANDREWGILLUM.COM

Andrew Gillum will fight for:

- ✓ An economy with better-paying jobs
- ✓ Investing in public schools
- ✓ Paying teachers what they're worth
- ✓ Common sense laws to stop gun violence
- ✓ Protecting women's healthcare
- ✓ Fair immigration policies
- ✓ Repeal of the Stand Your Ground law

Your voting options are:

- Vote by Mail (VBM)
- Vote Early: August 13 (Miami-Dade and Palm Beach) / August 18 (Broward)
- Vote on August 28, 7 AM – 7 PM

DEMOCRAT
ANDREW GILLUM
CANDIDATE FOR GOVERNOR

Paid electioneering communication paid for by Forward Florida, 1427 Piedmont Drive E., Suite 2, Tallahassee, FL 32308

Endorsed By:

- Congressman Hastings
- Congresswoman Wilson
- Comm. Dale Holness
- Mayor Hazelle Rogers
- Rep. Al Jacquet
- Comm. Mack Bernard
- Mayor Wayne Messam

www.andrewgillum.com @andrewgillum

EVENTS

PALM BEACH COUNTY OFFICE GRAND OPENING
SATURDAY JULY 21, 2018
TIME: 2:00PM - 4:00PM
RSVP BY CALLING 561-410-9443
THE CAMPAIGN OFFICE WILL BE LOCATED AT
5840 CORPORATE WAY, SUITE 250, WPB, FL

Join Us!

ANDREW GILLUM
FOR GOVERNOR

ANDREW GILLUM
FOR GOVERNOR

Let's Do Lunch!

Kafe Hub
1939 Broadway Ave, Riviera Beach, FL
33404

Friday, August 3, 2018
11:30am - 1:00pm

To RSVP: events@upscalebymosaic.com / 561-651-9565

Contributions are Encouraged

Paid for by Andrew Gillum, Democrat, For Governor

Join Us!

**10
20
18**
Noon- 2PM

**ANDREW
GILLUM**

Office Re-Opening and Women for Gillum/King Event
(5840 Corporate Way, WPB FI 33407)

Featuring
Vice Mayors
Christina Romleous & Katrina Long-Robinson
Councilwoman Lynne Hubbard
with Special Guest
Ambassador Elizabeth Bagley

WELCOME TO THE TEAM, Chris King!

THANK YOU, FLORIDA! NOW, LET'S BRING IT HOME THIS NOVEMBER.

Weekly Events for Gillum/King Campaign
Every Week Day from 5:00pm - 7:00pm
Mingle Monday (People Bingo)
Testimonial Tuesday
Wind Up Wednesday with Milk and Cookies
Trivia Thursday
Fired Up Friday

Saturday Events
Sept 22 - Jerk the Vote
Sept 29 - LatinFest (Votar es Vida)
Oct 6 - Greek and HBCU Link Up
Oct 13 - Rip the Runway with your best Campaign Gear
Oct 20 - PBC Flavors Day Party
Rock the Vote
Oct 27 - Longest Table Brunch
Nov 3- Caravan the Vote (Office Party)

Sunday Events
Every Sunday
Canvass from 5:00pm - 7:00pm
Hustle*Calls from 10am - 7pm
Sunday November 4
Souls/Soles to the Polls
BBQ at the Main Office

FL-DEMOS WINNING TICKET

Gillum Campaign Office
5840 Corporate Way, Suite 250
West Palm Beach, Florida 33407
(561) 651-9565

Flyer made and created by Gillum Volunteers

PHOTOS



B. ISSUE ORIENTED CAMPAIGN: GLADES LIVES MATTER & AMENDMENT 2 MEDICAL MARIJUANA

CLIENT 1: UNITED FOR CARE

PROJECT: United for Care Campaign to pass Amendment 2 Medical Marijuana

DESCRIPTION OF WORK: The Mosaic Group was engaged by United for Care and provided the following services:

- Developed coalition of elected officials to support and endorse Amendment 2
- Collected endorsements from unions, religious organizations, community organizations and civic organization (i.e. SEIU, AFL-CIO, NAACP, Ruth's List, AFSME, Teamsters)
- Managed partnerships with unions, religious organizations and community organizations.
- Coordinated outreach efforts including mailers, robo-calls, email-blasts, radio ads, and public events such as town hall meetings, church events, and private home events.
- Managed door-to-door canvassing, early voting and Election Day activities.
- Served as lead surrogate for African American/Caribbean media and Haitian/Creole speaking media.
- Coordinated statewide bus tour to engage local communities, key leaders, and to develop press opportunities.

DURATION: 2016

GEOGRAPHIC FOCUS: Palm Beach, Broward, Miami-Dade Counties/Statewide Bus Tour

KEY PERSONNEL INVOLVED: Katia Saint Fleur (Team Lead), Ann Marie Sorrell

GRAPHICS, COLLATERAL MATERIALS, ADVERTISING



What you need to know about MEDICAL MARIJUANA

1. Medical decisions should be made by doctors and patients. Many doctors have found that medical marijuana can help people who are sick and suffering from HIV/AIDS, epilepsy, cancer, glaucoma, multiple sclerosis and other ailments. Yet, politicians have made it a crime for doctors to recommend marijuana to their patients – they can lose their medical license and even go to jail.

2. Supporters of Medical Marijuana include: The American College of Physicians, Institute of Medicine, American Public Health Association, American Nurses Association, American Academy of HIV Medicine, Leukemia and Lymphoma Society, Lymphoma Foundation of America, American Medical Student Association, and the state medical societies of New York, Rhode Island and California.

3. A few of the many editorial boards that have endorsed medical access to marijuana include: *Miami Herald, Fort Lauderdale Sun-Sentinel, Boston Globe, Chicago Tribune, New York Times, Orange County Register, USA Today, Baltimore Sun, and The Los Angeles Times.*

4. Medical marijuana is now legal in 20 states and the District of Columbia.

On November 4th vote:

YES ON 2

- The petition for medical marijuana was signed by over 1.1 million people in Florida and is now on the ballot as Amendment 2.
- 7 out of 10 voters surveyed across all parties support Medical Marijuana in Florida.
- Politicians have made it a crime for doctors to recommend medical marijuana to their patients, forcing the people of Florida to put it on the ballot as an amendment.
- This is NOT a legalization of recreational marijuana and is ONLY for people who have debilitating diseases and conditions.

Paid for by People United for Medical Marijuana, 20 North Orange Avenue, Suite 1400, Orlando, FL 32801

What you need to know about MEDICAL MARIJUANA

Medical marijuana is now legal in **20 states and the District of Columbia.**

FLORIDA California Colorado

Only for debilitating diseases and conditions	YES ✓	NO	NO
Only can be recommended by licensed medical physicians	YES ✓	NO	NO
Patients can grow their own	NO ✗	YES	YES
Recreational marijuana	NO ✗	NO	YES
State-issued I.D. Cards	YES ✓	NO	YES
Time limit on medical marijuana use	YES ✓	NO	NO
Requires written Certification	YES ✓	NO	YES

On November 4th vote:

YES ON 2

HOW TO HELP:

- 1) Pledge to vote YES on Amendment 2 at www.unitedforcare.org/pledgetoyes2
- 2) Sign up as a volunteer at www.unitedforcare.org/volunteer
- 3) Contribute to the campaign at www.unitedforcare.org/contribute
- 4) Join us on Facebook: www.facebook.com/unitedforcare
- 5) Follow us on Twitter: www.twitter.com/unitedforcare

Paid for by People United for Medical Marijuana, 20 North Orange Avenue, Suite 1400, Orlando, FL 32801

CLIENT 2: AMENDMENT 2 IS FOR EVERYBODY

PROJECT: Amendment 2 is for Everybody: Non-Homestead Exemption Property Tax Cap

DESCRIPTION OF WORK: The Mosaic Group was engaged by Amendment 2 is for Everybody and provided the following services:

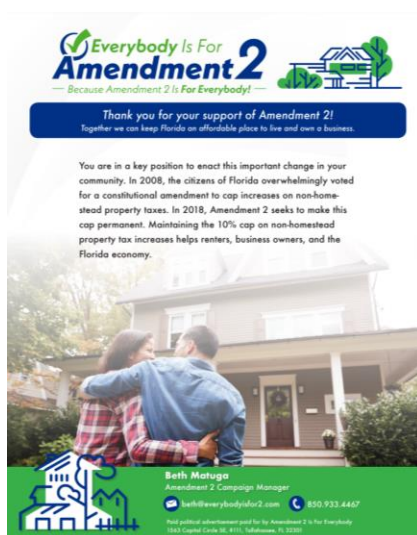
- Encourage trusted community voices and local leaders to endorse the amendment.
- Write and help place Op-eds in local papers, from West Palm Beach- Miami Dade.
- Manage a calendar of events in the tri-county area to optimize speaking engagements, tabling opportunities, and conference opportunities.
- Work with local elected officials and local campaign teams to partner and build stronger field presence and slate card presence.
- Work with local Realtor Associations to educate and train ambassadors and grow a strong speakers' bureau.
- Identify community groups and organizations to distribute yard signs, posters and marketing materials.
- Worked in coordination with South Florida Realtors, Local Businesses and Tax Appraisers to educate and promote the passage of Amendment

DURATION: 2018

GEOGRAPHIC FOCUS: Palm Beach, Broward, Miami-Dade Counties

KEY PERSONNEL INVOLVED: Katia Saint Fleur (Team Lead), Ann Marie Sorrell

GRAPHICS, COLLATERAL MATERIALS, ADVERTISING



Amendment 2 benefits all Floridians!

Amendment 2 will keep property taxes from skyrocketing in Florida, and we need your help to spread the word!

I would like to...

- ☐ Endorse Amendment 2
- ☐ Request a poster
- ☐ Request a yard sign
- ☐ Volunteer
- ☐ Donate
- ☐ Request a speaker for a meeting
- ☐ Speak at a meeting on behalf of Amendment 2
- ☐ Write letters to the editor
- ☐ Help organize for Amendment 2

By signing this form, I agree that I can be listed as an endorser of Amendment 2 in compliance with all applicable state law:

Name: _____ Title: _____
Position: _____ Phone: _____
E-mail: _____ Address: _____
State: _____ City: _____ Zip: _____
Signature: _____

The person below is designated as an authorized contact on my behalf for the Amendment 2 campaign:

Name: _____ Title: _____
Position: _____ Phone: _____
E-mail: _____ Address: _____
State: _____ City: _____ Zip: _____

Congratulations and thank you for supporting Amendment 2!

C. IDENTIFY PRECINCTS OF PEOPLE TO VOTE IN WEST PALM BEACH

The Mosaic Group utilizes a combination of voter databases including the Palm Beach County Supervisor of Elections voter database, State of Florida Division of Elections database, and Vote Builder. Our primary and first source is the PBC Supervisor of Elections office to access West Palm Beach voters. Based on our target group of voters, our data analysts pull the voters information by precincts and creates lists for our team members to utilize for canvassing, mailers, and phone banking. We utilize Vote Builder which allows our team to access walk lists and make phone calls using a desktop or mobile application.

The Mosaic Group and team members have more than 55 years of combined experience in political/issue-based campaign consulting – from developing campaigns to being the candidate and elected official, our team has covered it all. This is demonstrated in our bios that are enclosed in this proposal. We are confident and as we have demonstrated in the above campaigns (which are just a few of our campaigns), we have the experience and knowledge of election laws and requirements, including preparing and submitting all necessary documentation required by the PBC Supervisor of Elections and the State of Florida for the ballot referendum.

For each of our projects, a timeline is created which includes important milestones and deadlines. We utilize a project management software Teamwork which also helps us to keep our projects on track. We can assure you that all financial reports will be prepared and filed in a timely manner and will ensure all reporting requirements are met. In addition, our elections attorney will review and oversee our reporting to further ensure we are compliant.

Our team has always maintained and currently have a great rapport and working relationship with the Supervisor of Elections. We will coordinate with the SOE to ensure deadlines are met, we are compliant, and we obtain the voter data needed to effectively coordinate our voter outreach efforts.

The Mosaic Group's communication abilities are bar none. We understand the short window to create, launch and manage the educational campaign and are prepared to hit the ground running with very little ramp up time. We have worked and currently work with the City's Communication Director on several initiatives in the City including The Mayor's Village Initiative, efforts to address Homelessness, and community outreach for Capital Improvement projects to name a few. As shown in our experience outlined in this proposal, we are a full-service communications firm and can accomplish everything needed for the educational campaign. Our capabilities and proposed approach are as follows:

- Develop campaign theme, branding, and messaging
- Identify campaign target audiences
- Develop campaign educational video
- Created campaign materials (English, Spanish and Creole)
- Develop campaign informational website
- Create and managed paid social and digital media campaign
- Establish voter list/database
- Set up voter outreach tools – Vote Builder, Text/SMS program, Robo Calls, Phone Banking, and email marketing, etc.
- Utilize Mosaic in-house call center (10 seats) for phone banking
- Develop Campaign email marketing campaign
- Utilize the City's Communication assets
- Work with community nonprofit/civic groups and the business community to disseminate educational materials and yard signs with within their existing communication outlets.
- Eg. Facebook, Instagram, email marketing, special events, community meetings, and more.
- Field Strategy/Get out the Vote (GOTV) - Develop and manage a canvassing team to disseminate educational materials to HOAs, faith-based organizations, community events, public gathering places, local businesses, and targeted neighborhoods (also utilize City's Public Works Department to assist).
- Coordinate with city elected officials to create event calendars that included providing referendum education at HOA meetings, faith-based events, family recreational activities, and help them create events in their respective districts to educate their specific constituencies.
- Develop press releases, PSAs and advertising materials for local newspapers and coordinate interviews with media outlets; coordinate press conference; write and help place Op-eds in local papers
- Coordinate presentation/speaking opportunities for the campaign (i.e. Chamber of the Palm Beaches, Leadership PBC, and other groups)
- Create and place advertisements in multicultural media outlets
- Provide all small and large scale printing needed for the campaign
- Coordinate direct mail campaign to likely voters
- Coordinate special events with targeted constituents throughout West Palm Beach (stakeholder meetings with neighborhood and civic associations)
- Develop coalition of supporters for the referendum by encouraging trusted community voices and local leaders to endorse the referendum.
- Keep the city in compliance with the Supervisor of Elections and the State of Florida with reporting

OUR TEAM/KEY PERSONNEL



Team Leader/Project Manager, Ann Marie Sorrell has more than fifteen years' experience in client relationship management, project management, branding, advertising, marketing, public relations, government relations, and event production. She is the President & CEO of The Mosaic Group, where she has managed more than 500 campaigns and projects ranging from sizes of \$10,000 to \$3 billion. Projects and clients include the City of West Palm Beach (currently providing marketing and outreach for the Mayor's Village Initiative, Housing and Community Development, and Capital Improvement Projects – previous work with the Procurement Department and the WPB Community Redeployment Agency); Brightline (Virgin Trains); Palm Beach County Convention Center Hotel (Hilton West Palm Beach), Palm Beach Outlets, Cohen Brothers Realty Corporation – Carefree Development Project and Tent Site Projects; AECOM/School District Palm Beach County; and West Palm Beach Housing Authority,

to name a few. Ann Marie has also served as a consultant on several political campaigns and ballot issues from local municipal campaigns including former West Palm Beach Mayor Jeri Muoio to federal campaigns including former United States President Barack Obama. Ann Marie is a Leadership Florida (Connect Florida Class VI) and Leadership Palm Beach County Alumni (Class of 2011), Chamber of the Palm Beaches Board Member, and a member of several other community boards. She understands West Palm Beach's resources, neighborhoods, and communities. Ann Marie has been with Mosaic since founding it in 2005.



Katia Saint Fleur, Political Director, has over 10 years of experience developing political strategies for candidates and ballot issues across the State of Florida. Katia also assist non-governmental organizations in developing strategies to forge partnerships and relationships with local elected officials, state legislators and community based organizations. She trains community leaders, local government officials, and company employees how to become advocates for issues that impact them on both the state and local levels. Her experience include serving as the South Florida Political Director/Outreach Coordinator (Palm Beach, Broward & Miami-Dade) for the 2018 Florida Realtors (Permanent Cap on Non-Homestead Exemption Properties), Statewide Political Director for the 2014 United For Care Campaign to pass Amendment 2 (Medical Marijuana), Public Affairs Manager for Glades Lives Matter (Coalition Building Against Senate Bill 10 2016), to name a few. Katia previously served as the Legislative Aide III for the Office of State Senator Oscar Braynon.

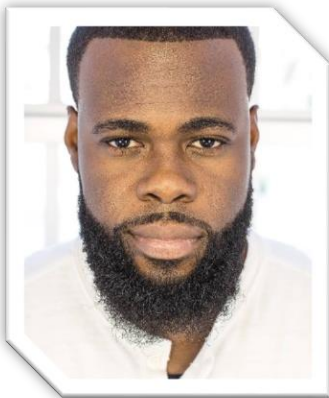


Former Congressman Mark Foley, Campaign Finance & Compliance Manager, was appointed to the Lake Worth City Commission at the age of 23, the youngest ever elected to office. He served two terms and in 1990 he was elected to the Florida House of Representatives, in 1992 was elected to The Florida Senate and in 1994 to The United States House of Representatives. He served on the Ways and Means Committee and was a Deputy Majority Whip. After his resignation from Congress in 2006, Mark reentered the business world and began buying real estate investments and providing business consulting services. In 2013 Mark recruited the Washington Nationals MLB franchise to West Palm Beach and engineered the deal that culminated in the Ball Park of The Palm Beaches, a two team spring training facility shared with The Houston Astros. Both teams have each won the World Series, Houston Astros in 2017 and The Washington

Nationals in 2019. Mark Foley's adult life has been spent in the public policy arena and has run numerous successful campaigns and is keenly aware of the methods to influence public engagement. Numerous candidates and political action committee's frequently consult with him to achieve ballot success and political strategy.



Angela Perry, Constituency Outreach Manager, has a combined 10 years of experience in Public Relations Management, Marketing and Community Engagement. Since joining The Mosaic Group team in 2018, Angela has developed comprehensive communications plans to include marketing, public relations and social media planning to increase community awareness of the firm's clients. She has managed the community outreach for the City's Mayor's Village Initiative for the past year.



Georges Étienne, Graphic & Website Designer is responsible for the visual style and images for the firm and our client communications including brand identity and logo creation, digital, social media, and print collateral, publications, advertisements, and more. With extensive industry experience with city government & municipalities, private business start-ups, non-profits, education, and special events, Georges is the key to our Arts Department. Georges has worked with Mosaic since 2015.



Bonni Funt, Community Events Manager has over 25 years of project management, event planning, public relations, advertising, and community outreach. Her experience with government entities includes but is not limited to project management for the City of Sunrise, Palm Beach County, and the City of Dania Beach CRA. Bonni has a passion for creating unique events for clients and is responsible for all event functions including design, décor, the Solicitation and negotiation of vendor contracts for clients, pre/post event wrap up, and supervises outside contractors as necessary. Bonni joined Mosaic in April of 2019.



Wills Felin, Videographer & Photographer has over 20 years of experience in Video Production and photography. He has produced, interviewed and edited segments featuring such diverse artist to include: Beyonce, Jay-Z, Gwen Stefani, Britney Spears, Tupac, Notorious B.I.G., P-Diddy, Justin Timberlake and many more. Wills has produced numerous videos for Mosaic client's across South Florida for over 5 years. Wills received his Bachelor of Science degree in Communications from University of Miami. Wills has worked with Mosaic since 2014.



Surale Phillips, Quantitative & Qualitative Research Specialist, is responsible for conducting market research, quantitative surveys and polls, focus groups research, digital data analytics, audience building research & strategy development. She boasts 22 years of experience in the market research industry. Surale has worked with Mosaic since 2014.

FEE SCHEDULE

EXPENSE	ESTIMATED AMOUNT
Campaign Branding, Messaging Development and Collateral Material Development	\$3,000
Campaign Website	\$2,000
Campaign Promo Video	\$3,500
Printing & Production, and Direct Mail (flyers, mailers, posters, yard signs, banners, etc.)	\$23,000
Digital Ads	\$3,500
Print/Radio Ads	\$10,000
Canvassing Team	\$10,000
Phone Banking Team	\$5,000
Agency Consulting Fee	\$19,500
Estimated Total	\$79,500



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/27/2019

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).

PRODUCER Mckinley Financial Services 2890 W State Road 84, Suite 119 Fort Lauderdale FL 33312		CONTACT NAME: Martha Julius PHONE (A/C, No, Ext): (954) 938-2685 FAX (A/C, No): (954) 938-2695 E-MAIL ADDRESS: mjulius@mckinleyinsurance.com	
INSURED Upscale Events by Mosiac dba The Mosiac Goup - FIN 2033453 5840 Corporate Way Suite 250 West Palm Beach FL 33407		INSURER(S) AFFORDING COVERAGE INSURER A: SCOTTSDALE INSURANCE INSURER B: UNITED STATE LIABILITY INSURER C: TRAVELERS INSURER D: INSURER E: INSURER F:	

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

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

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	N	CPS3228786	07/27/2019	07/27/2020	EACH OCCURRENCE \$ 1,000,000
	DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000						
	MED EXP (Any one person) \$ 5,000						
	PERSONAL & ADV INJURY \$ 1,000,000						
							GENERAL AGGREGATE \$ 2,000,000
							PRODUCTS - COMP/OP AGG \$ 1,000,000
							\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$
							BODILY INJURY (Per person) \$
							BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
							\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$
							AGGREGATE \$
							\$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	N	IHUB-2J55098-A17	03/03/2019	03/03/2020	<input checked="" type="checkbox"/> PER STATUTE <input checked="" type="checkbox"/> OTH-ER
	E.L. EACH ACCIDENT \$ 1,000,000						
	E.L. DISEASE - EA EMPLOYEE \$ 1,000,000						
	E.L. DISEASE - POLICY LIMIT \$ 1,000,000						
B	Professional Liability	N	N	SP1558179	12/19/2019	12/19/2020	Annual Aggregate \$2,000,000 Each Claim \$2,000,000

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

CITY OF WEST PALM BEACH AND ITS COMMISSIONERS, OFFICERS AND AGENTS ARE LISTED AS AN ADDITIONAL INSURED.

CERTIFICATE HOLDER**CANCELLATION**CITY OF WEST PALM BEACH
401 CLEMATIS STREET

West Palm Beach

FL 33401

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

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CERTIFICATE OF INSURANCE

This certificate is issued for informational purposes only. It certifies that the policies listed in this document have been issued to the Named Insured. It does not grant any rights to any party nor can it be used, in any way, to modify coverage provided by such policies. Alteration of this certificate does not change the terms, exclusions or conditions of such policies. Coverage is subject to the provisions of the policies, including any exclusions or conditions, regardless of the provisions of any other contract, such as between the certificate holder and the Named Insured. The limits shown below are the limits provided at the policy inception. Subsequent paid claims may reduce these limits.

Certificate Holder: CITY OF WEST PALM BEACH 401 CLEMATIS ST WEST PALM BEACH, FL 33401-5319	Named Insured: UPSCALE EVENTS BY MOSAIC LLC THE MOSAIC GROUP 5840 CORPORATE WAY STE 250 WEST PALM BEACH FL 33407-2049
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Automobile Liability			
Insurer Name: Allstate Insurance Company			
Policy Number: 648855051			
<input type="checkbox"/> 1 – Any Auto	<input type="checkbox"/> 2 – Owned Autos Only	<input type="checkbox"/> 3 – Owned Priv. Pass. Autos Only	
<input type="checkbox"/> 4 – Owned Autos Other Than Priv. Pass. Autos Only	<input checked="" type="checkbox"/> 5 – Owned Autos Subject to No Fault	<input type="checkbox"/> 6 – Owned Autos Subject to a Compulsory UM Law	
<input checked="" type="checkbox"/> 7 – Specifically Described Autos	<input type="checkbox"/> 8 – Hired Autos Only	<input type="checkbox"/> 9 – Non-owned Autos Only	
Policy Effective Date: 06-06-2019		Policy Expiration Date: 06-06-2020	
Limits Of Insurance:	\$ 1,000,000 Combined Single Limit (each accident)		
	BI Per Person	BI Per Accident	PD Per Accident
Description of Operations/Locations/Vehicles/Endorsements/Special Provisions			

Interested Party Type: CERTIFICATE HOLDER THIS CERTIFICATE DOES NOT GRANT ANY COVERAGE OR RIGHTS TO THE CERTIFICATE HOLDER. IF THIS CERTIFICATE INDICATES THAT THE CERTIFICATE HOLDER IS AN ADDITIONAL INSURED, THE POLICY(IES) MUST EITHER BE ENDORSED OR CONTAIN SPECIFIC LANGUAGE PROVIDING THE CERTIFICATE HOLDER WITH ADDITIONAL INSURED STATUS. THE CERTIFICATE HOLDER IS AN ADDITIONAL INSURED ONLY TO THE EXTENT INDICATED IN SUCH POLICY LANGUAGE OR ENDORSEMENT.

Producer: C PEDUTO INS INC	
Authorized Representative:	
Date: 07-19-19	

Includes copyrighted material of Insurance Services Office, Inc., with its permission

REFERENCES

Proposer must provide a minimum of three (3) client references for security guard services performed within the past three (3) years. Reference information provided must include a complete scope of work, contact names, telephone numbers, dates of service and service location. The reference contact person must be someone who has personal knowledge of the performance. The contact person must have been informed that they are being used as a reference and that the City may check references. The City will use information provided by references to determine capacity to perform.

Reference #1

Client: City of North Miami

Contact person: Larry Spring Title: City Manager

Contact telephone number: 786-256-1459 E: lspring@northmiamifl.gov

Service Location(s): North Miami

Service Year: From: 2018 To: 2018

Description of services provided: North Miami General Obligation (GO) Bond Educational
Campaign Marketing, Advertising, Campaign Management, Community Outreach, Printing
Website Development, Messaging, Social and Digital Media Marketing, and more.

Reference #2

Client: Mayor Jeri Muoio

Contact person: Jeri Muoio Title: Former Mayor, City of West Palm Beach

Contact telephone number: 561-596-0461 E: gmuoio@aol.com

Service Location(s): West Palm Beach

Service Year: From: 2011 To: 2015

Description of services provided:

Campaign to Elect and Re-Elect Jeri Muoio for Mayor, City of West Palm Beach
African American and Hispanic Voter Outreach, Field Strategy/Get out the Vote (GOTV)
Created and placed advertisements in multicultural media outlets

REFERENCES

Reference #3

Client: Glades Lives Matter

Contact person: Commissioner Janet Taylor Title: Former Hendry County Commissioner

Contact telephone number: 863-228-0612 E: commish@gate.net

Service Location(s): Glades, Palm Beach County, and Lake Okeechobee Region

Service Year: From: 2016 To: 2018

Description of services provided:

Coalition Building Against Senate Bill 10 - Marketing, Public Relations, Community Outreach

Video Production, Advocacy , Social Media Ad campaigns

Form MB01

Statement of MWBE Participation

Instructions: List all MWBEs that will participate on this project/contract. Only City certified MWBE firms and Palm Beach County Office of Equal Business Opportunity (PBCO OEBO) can be used to meet the goal established for this project/contract. Submit this form with your bid/proposal.

SECTION I. General Information

Bidder or Proposer's

Name: Upscale Events by Mosaic, LLC dba The Mosaic Group

Preparer's

Name: Ann Marie Sorrell Title President & CEO

RFP Title: Educational Campaign Services - Parks Bond Project Number: _____

MWBE Subcontractor Participation: 100 %

RFP Number: 19-20-206

Total Base Project/Contract

Amount: \$ 79,500

SECTION II. MWBE Participation

The firm(s) listed below have agreed to participate in this project or contract.

Subcontractor Name	Item Description or Work/Service to be performed	Dollar Value	Percent of Dollar Value/Base Bid	Percent of Dollar Value Total Bid
1. N/A-Mosaic will serve as the Prime and perform all work as the Certified MWBE Firm		\$	%	%
2.		\$	%	%
3.		\$	%	%
4.		\$	%	%
5.		\$	%	%
6.		\$	%	%
TOTAL		\$	%	%

Preparer's Signature: Ann Marie Sorrell

Date: 12/30/19



Office of Equal Opportunity
City of West Palm Beach
401 Clematis Street
West Palm Beach, FL 33401-4702
Tel. (561) 822-2100
Fax (561) 822-1564

Website: <http://wpb.org/Departments/Procurement/Small-Business/Certification>

Form MB03

Letter of Intent

Instructions: The Bidder/Proposer will complete Section I. The MWBE subcontractor will complete Sections II and III. It is the responsibility of the bidder/Proposer to verify that the undersigned is a City Certified MWBE. **Only City of West Palm Beach certified MWBE firms and Palm Beach County Office of Equal Business Opportunity (PBCO OEBO) can be used to meet the goal** established for this project/contract. This completed form will be required before contract award. **Note!** This form needs to be completed for each certified MWBE selected.

SECTION I. General Information

Proposer's Name: Upscale Events by Mosaic LLC dba The Mosaic Group

RFP Title: Educational Campaign Services

RFP Number: 19-20-206

SECTION II. MWBE Participation

The undersigned intends to perform the following work pertaining to the above project:

Item No.	Item Description or Work to be Performed	Contract Amount
	Mosaic will serve as the Prime and perform all work as the Certified MWBE Firm	\$ <u>79,500</u>
		\$
		\$
		\$

SECTION III. Information on the MWBE

Small Business Name: Upscale Events by Mosaic, LLC dba The Mosaic Group

Preparer's Name: Ann Marie Sorrell Title: President & CEO

Signature:  Date: 12/30/19

Palm Beach County
Office of Equal Business Opportunity

Certifies That

Upscale Events by Mosaic, LLC
Vendor # VC0000104031

*is a Small/Minority/Woman Business Enterprise as prescribed by section 2-80.21 – 2-80.35 of the
Palm Beach County Code for a three year period from July 24, 2019 to July 23, 2022*

The following Services and/or Products are covered under this certification:


Advertising/Public Relations (Incl. Skywriting); Outreach Services; Consulting Services;
Advertising Consulting; Business Consulting, Small; Business Consulting, Large;
Communications: Public Relations Consulting; Community Development Consulting; Marketing Consulting;
and Minority and Small Business Consulting

Palm Beach County Board of County Commissioners

Mack Bernard, Mayor
Dave Kerner, Vice Mayor
Hal Valeche
Greg K. Weiss
Robert S. Weinroth
Mary Lou Berger
Melissa McKinlay,

County Administrator
Verdenia C. Baker

Assistant County Administrator
Jon Van Arman


Allen F. Gray, Manager
July 24, 2019



SMALL BUSINESS CERTIFICATION

The City of West Palm Beach's Small Business Program

Certifies that

UPSCALE EVENTS BY MOSAIC LLC DBA THE MOSAIC GROUP

Has met the necessary requirements for certification as a Small Business under the Small Business Program as prescribed by the City of West Palm Beach's Ordinance Number 3366-00.

The following List of Services and/or Product are covered under this certification:

- Communications and Media Related Services
- Consulting Services: Marketing Consulting
- Miscellaneous Services: Event Planning Services
- Printing Preparations: Etching, Photoengraving, and Preparation of Mats, Negatives and Plates: Graphic Design Services for Printing

Issued by the City of West Palm Beach for a three year period October 31, 2017 to **October 31, 2020**



Frank Hayden
Procurement Official

MOSAIC
GROUP