



# WEST PALM BEACH

## Educational Campaign Services To Inform Voters about the Park Bond Referendum



RFP No. 19-20-206 Submitted by  
L.B. Limited & Associates  
301 Clematis Street, Suite 3000,  
WPB, FL 33401

December 27 2019

# Section 1

Introduction Letter  
and  
Forms A B C D





12/29/19

**Public Relations**

To whom it may concern:

**Community  
Relations**

L.B. Limited & Associates, Inc. is honored to provide our submittal to the City of West Palm Beach's RFP No. 19-20-206 for Educational Campaign Services To Inform Voters about the Park Bond Referendum. The firm was founded in October 1990 by Mr. Bruce N. Lewis. Mr. Lewis is the President and CEO and is the *primary authorized person responsible for this project*. The L.B. Limited Team understands that there are approximately 25 Park Improvement Projects considered for Parks Bond issuance.

**Government  
Relations**

**Public/Private  
Partnerships**

Our team is familiar with Florida Statute, Chapter 119, Public Records. For the purposes of this RFP and perhaps most important and simply put; *any member of the public has the right to inspect and copy state, county and municipal records. Any database and/or automation created by a contractor, contractual obligation shall not impede upon those rights of public access.* The L B Limited Team understands the Scope of Services and all requirements of this RFP and is committed to providing the specified services in a timely manner. With regards to the integrity of the ballot initiative, coordination, compilation and organization of all required documents including sound financial record keeping must be maintained and well managed.

**Reputation  
Management**

**Sponsorship  
Development**

In order to reach as many voters as possible, the L.B. Limited Team will work in collaboration with the City Clerk's Office, Palm Beach County Supervisor of Elections, State of Florida, City's Communications Director, the Office Community Engagement and various City Departments to create the most effective Implementation Plan. We realize the key ingredients for a successful Informational and Educational Campaign include; the actual Referendum content, effective "neutral" campaign messaging and City-wide strategic outreach. Our team will assist in the creation of the most effective informational and educational campaign equipped with an Implementation Plan that includes marketing and outreach tools to increase public awareness through an education process.

**Small Business  
Management**

As the Principal Project Manager and behalf of the L.B. Limited Team, we look forward to the opportunity to ensure that the citizens of West Palm Beach are informed and educated.

Mr. Bruce N. Lewis,  
President & CEO  
L. B. Limited & Associates, Inc

301 Clematis Street, Suite # 3000, West Palm Beach, FL 33401  
Phone: 561-833-8080 e-mail: [blewislb@bellsouth.net](mailto:blewislb@bellsouth.net)

**Form A**  
**PROPOSER INFORMATION**

Company Name: L B Limited and Associates, Inc. FEIN: 65 - 0296950

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

Address: 301 Clematis Street, Suite 3000  
Street  
West Palm Beach Florida 33401  
City State Zip Code  
Telephone: 561-833-8080 Fax: N/A

Principal Contact Person & Title: Bruce N. Lewis, President & CEO

Contact Telephone Number: 561-833-8080 Fax: N/A

E-Mail Address: blewislb@bellsouth.net

Number of Years Company in Business: 29 years. Total Number of Employees: 3

**Office Location which would service account:**

Address: 301 Clematis Street, Suite 3000  
Street  
West Palm Beach Florida 33401  
City State Zip Code

Office Telephone: 561-833-8080 Dir: \_\_\_\_\_

Contact Name: Bruce N. Lewis, President & CEO  
Print name and Title

Cell Phone: 561-236-2185

E-Mail Address: blewislb@bellsouth.net

Total Number of Employees at this location: 2

Contract Contact Person: Bruce N. Lewis Title President & CEO

Direct Phone: 561-236-2185

E-Mail Address: blewislb@bellsouth.net



## REPRESENTATIONS AND DISCLOSURES

RFP No. 19-20-206

STATE OF Florida }

} SS:

COUNTY OF Palm Beach }

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.

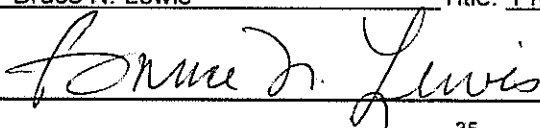
17. Respondent agrees that its Proposal may become part of any contract entered into between the City and the Respondent.

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: L B Limited and Associates, Inc.

Officer's Name: Bruce N. Lewis Title: President & CEO

Signature: 

The Representations and Disclosures were AFFIRMED AND SIGNED before me this 20<sup>th</sup> day of December 2019

by Bruce N. Lewis (name) as

President

(title) of

LB Limited and Associates Inc.

(FL DRIVERS LICENSE)

(Respondent firm), who is

personally known to me or produced

FL DRIVERS LICENSE

as identification.

Notary Signature:

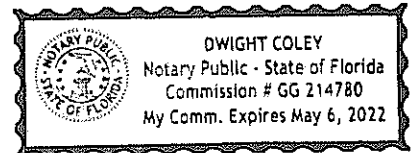
Dwight Coley

Print Name:

Dwight Coley

Notary Stamp or Commission No.

GG214780



*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

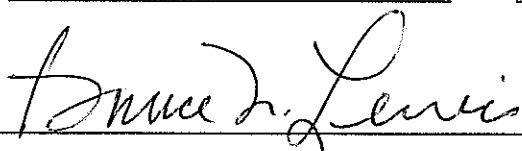
(d) have not within a three-year period preceding this certification had one or more federal, state, or local government public transactions terminated for cause or default.

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: L B Limited and Associates, Inc

Officer's Name: Bruce N. Lewis 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, Bruce N. Lewis, President & CEO  
(Print Name of Authorized Officer) (Title)

of L B Limited and Associates, Inc.  
(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: Bruce N. Lewis

STATE OF FL

COUNTY OF Palm Beach

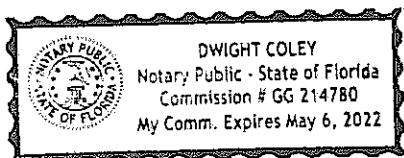
Sworn to and subscribed before me this 20th day of December, 2019, by Bruce N. Lewis, as an act of L B limited and Associates, Inc. (firm), who is

personally known to me or produced the following identification: FL DRIVER LICENSE

Notary Signature: Dwight Coley

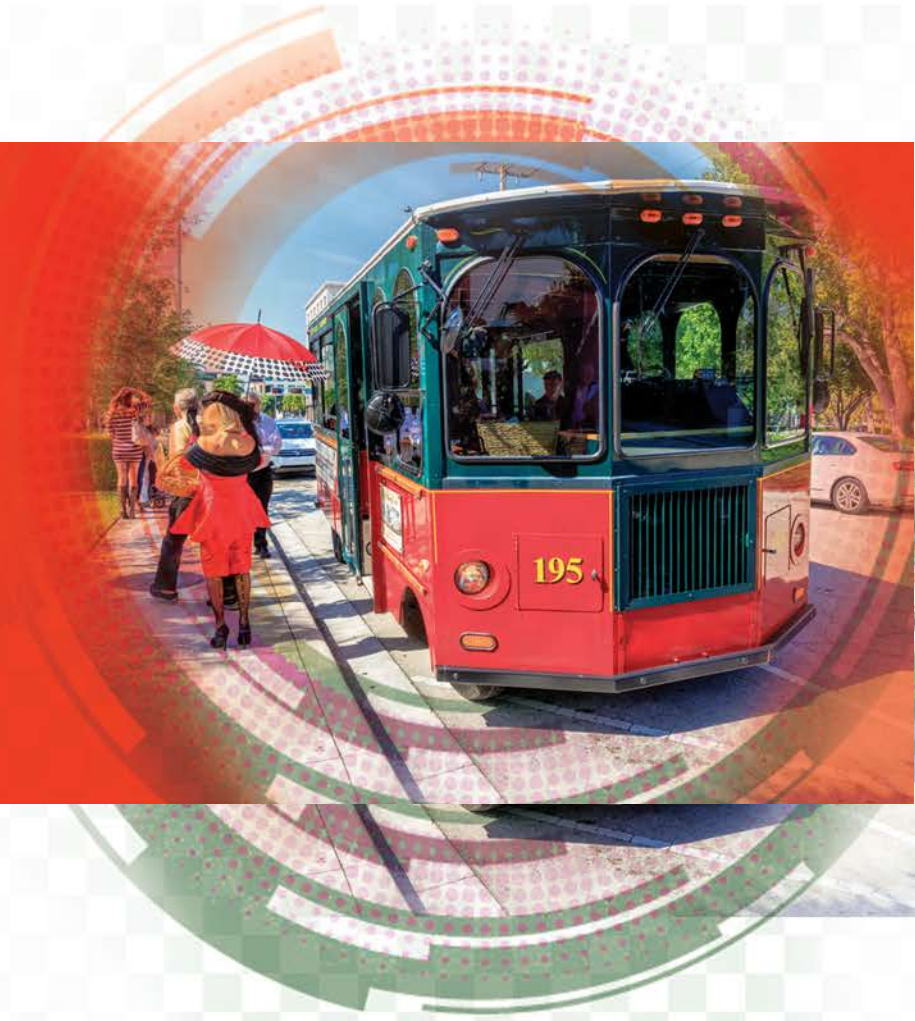
Print Notary Name: Dwight Coley

Commission No. GG 214780



# Section 2

## Firm Background





12/29/19

**Public Relations**

To whom it may concern:

**Community  
Relations**

**Government  
Relations**

**Public/Private  
Partnerships**

**Reputation  
Management**

**Sponsorship  
Development**

**Small Business  
Management**

**L B Limited & Associates, Inc.**, Strategic Public Relations is a West Palm Beach based corporation established in 1990 offering professional consulting services with concentrations in; *Community Relations / Public Involvement, Media Relations, Government Relations, Small/Minority Construction Management and Real-Estate Development Consulting. The Principal*, Mr. Bruce N. Lewis, Founder, President & CEO has over 35 years' experience in public relations and the related services offered by the firm. The firm has had no changes in organizational structure, ownership or management in the past three years.

L B Limited, Inc. has no business affiliations, subsidiaries or joint venture agreements and the only address to be used for the purposes of this RFP is:

301 Clematis Street, Suite 3000  
West Palm Beach, FL 33401

The firm has never been suspended or disbarred by any government agency since inception nor has the firm been involved in any procurement litigation, client contract or claims regarding use of force related to the firm's services. The principal or officer(s) of the firm have had no occurrences of convictions for bribery, theft, forgery, embezzlement, falsification, or destruction of records, antitrust violations, honest service fraud or other offences indicating a lack of business integrity or honesty. No prior violations of ethical standards, suspensions of debarment by the City or another governmental entity.

A handwritten signature in blue ink, appearing to read 'Bruce N. Lewis'.

Mr. Bruce N. Lewis,  
President & CEO  
L. B. Limited & Associates, Inc

301 Clematis Street, Suite # 3000, West Palm Beach, FL 33401  
Phone: 561-833-8080 e-mail: [blewislb@bellsouth.net](mailto:blewislb@bellsouth.net)

# Section 3

Ballot Referenda Experience

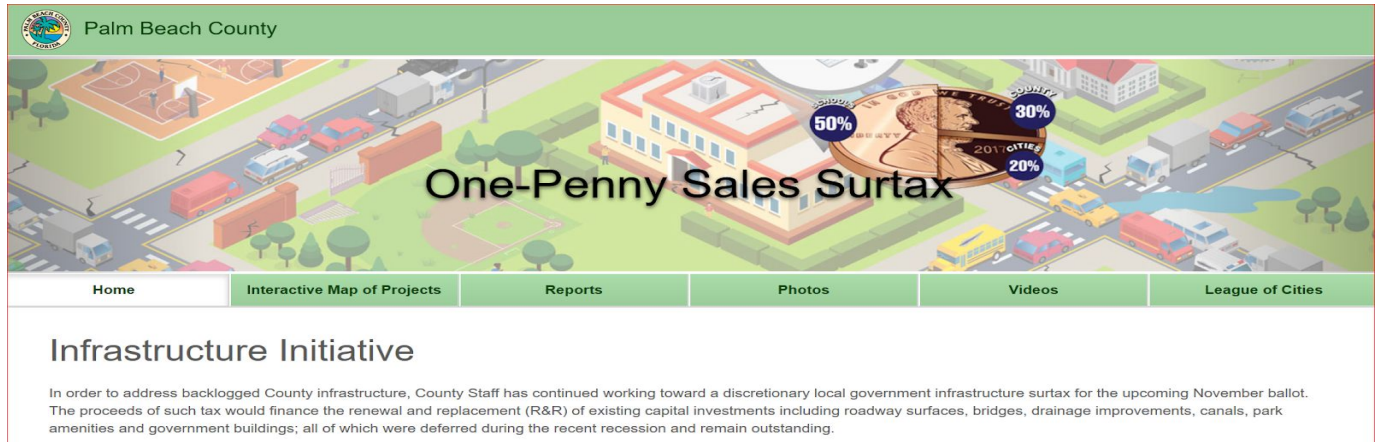




## SECTION 3: Ballot Referenda Experience

a.

The L B Limited Team Ballot Referenda Experience consists of a variety of referenda activities. The following are highlighted examples:



### 1. \* Palm Beach County, “One County One Penny” Public Information and Educational Campaign (history to current):


In July and November 2015, the Board of County Commissioners discussed financing Infrastructure needs and Directed staff to review possible funding options and hire consultants to review projects and spending. L B Limited was retained by the Prime Consultant to assist with; the compilation of possible infrastructure, Capital Improvements, Road Improvements and County Park amenities (repair and/or replacement) projects.

In February 2016 the County Commission directed staff to work with Municipalities, School District, and Cultural Council to obtain develop a joint plan specific to an infrastructure surtax and to compile a list from the partners. *L B Limited was assigned to assist with; development of the partners contact database (comprised of key staff people for the partners), coordination of partners meetings, meeting agenda development, compilation of consolidated categorical project list, BCC findings presentation and a monthly activities report.*

Over a 3-month period, much discussion took place between County staff and the League of Cities, Executive Board regarding the percentage of total funds that would be allocated to each of the partners. The final allocation agreed to was; 50% - School District, 30% - County and 20% - Municipalities. Simultaneously, the Infrastructure Surtax Plan was being developed (very similar to the “implementation plan” referred to in this RFP). The main components of the Surtax plan are; a one penny increase, minimum of 10 years beginning January 1, 2017, with a provision that the surtax would end if, \$2.7 billion is collected prior to September 1<sup>st</sup> of any year. The County Commission approved the Infrastructure Surtax Plan on second reading in May 2016. *L B Limited assisted with the development of the Communications and Outreach elements of the Infrastructure Surtax Plan with attention to all Referendum requirements and required Election deadline dates imposed by the Supervisor of Elections. The firm had no role in the partner negotiation activities.*


Between June and November 2016 implementation of the Infrastructure Surtax Plan was activated. The proceeds collected from the 1-penny Sales Surtax would finance the renewal and replacement of existing capital investments including roadway surfaces, bridges, drainage improvements, canals, park amenities, and government buildings, all of which were deferred during the recent recession and remained outstanding, and projects to maintain levels of service.

The One County One Penny Informational and Educational Campaign is a County-wide campaign that involves continuous communications over a 10-year period and to a great extent, for Taxpayer accountability. The main purpose of the Campaign was to raise awareness and support for the 1-Penny Sales Tax increase through marketing and outreach efforts designed to educate and keep the general public and key stakeholders informed up to the Nov. 8, 2016 Elections. *L B Limited assisted in the pre-election and post-election phases which included; Referendum document management - compilation of all documents (required or not) for placement in the Election Central file, conducted ten (10) Industry Stakeholder informational and educational sessions (6 prior to pre-Election Day and 4 post-Election) Communications/Outreach reporting, conducting Outreach coordination meetings, website content development and updating, campaign messaging development, creation of educational campaign Marketing materials, PowerPoint Presentation development, and continuous pre-Election public support encouragement on all aspects of the campaign.*



**Palm Beach County Cordially Invites All Interested**  
Construction Managers, General Contractors, commercial construction trades business owners, commercial subcontractors and construction industry design professionals to the 3<sup>rd</sup> and final in the series of three (3) workshops with industry pertaining to opportunities affiliated with Palm Beach County's One-Penny Infrastructure Sales Surtax and General Government Capital Program.

**What: The 3<sup>rd</sup> of the 3-Part Workshop Series**  
**When: Monday, July 10, 2017**  
**Time: 4:00 PM**  
**Where: 2300 Jog Road, West Palm Beach**  
**1<sup>st</sup> Floor, Kenneth Rogers Memorial Chambers (Room 1W-47)**



**Workshop # 3 Description:**  
This robust workshop will include: 1) follow-up to past workshops, 2) a presentation of the Procurement Plan proposed by FD&O based upon industry input from Workshop #2; 3) an update on documenting incentive for CM-SBE partnerships as part of FD&O solicitations; 4) a presentation by CareerSource Palm Beach County, 5) identification of FD&O resources for contractors, and 6) hear suggestions on future outreach efforts.

To assist in event planning and accommodations, **please RSVP to:**  
[PBCindustryworkshops@pbcgov.org](mailto:PBCindustryworkshops@pbcgov.org) no later than  
5:00 PM on Thursday, July 6.

Visit the official program web site to access information and resources that are useful to the construction industry:  
<http://onecountyonepenny.org/pbc.htm>

*Currently, L B Limited is a Sub-Consultant to Jacobs Program Management which is responsible for monitoring, tracking, and financial oversight/ controls to ensure the County is totally transparent and accountable to the taxpayers. L B Limited is responsible for the management of three (3) Field Inspectors directly associated with Facilities Operations and Development (FDO), Capital Improvements Projects.*

## 2. Rights Restoration Ballot Initiative

### Florida Constitutional Amendments 2018 Ballot - Educational Forum Series



#### **Amendment 4 Voter Rights Restoration**

**June 12  
6:30-7:30 pm  
Irish American Club**

The team worked with Florida Rights Restoration Coalition (FRRRC) a grassroots, membership organization run by Returning Citizens (Formerly Convicted Persons) who are dedicated to ending the disenfranchisement and discrimination against people with convictions, and creating a more comprehensive and humane reentry system that will enhance successful reentry, reduce recidivism, and increase public safety. Our goal was to get the work and train a grassroots team to collect signature to get Amendment 4 unto the 2018 State of Florida Ballot. Our team worked alongside the following agencies in

Palm Beach County League of Women Voters, ACLU, The Palm Beach County Democratic Party, Urban League of PBC, and the Pastoral Alliance of PBC to exceed the signature collection for the county.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Implement a range of Field Program activities based on the overall strategy laid out for our specific region.

Meet key benchmarks for voter registration, public education, recruiting activists, members and leaders and other goals based on the overall strategy through tactics like canvassing, phone banking, public events, etc.

Built relationships with individuals, organizations, and other stakeholders to advance the strategy and meet goals.

#### **OTHER DUTIES AND RESPONSIBILITIES**

Understanding of issues facing Returning Citizens including, but not limited to, low income and minority communities.

Knowledge of a wide range of organizing strategies and tactics.

Ability to execute campaign goals and objectives.

Ability to work effectively with local allies and leaders.





## Vote Yes on Amendment 4 “Second Chances Outreach Program”

Through street level organizing our team was engaged by New Florida Majority to shine the focus of Amendment 4. Our goal was to mobilize our community and to significantly expand the voting rights for those who have been historically marginalized, excluded and silenced.

Our team used a three-pronged approach

- **Mobilize** – work with community stakeholders and other grassroots organizations to get them organized and engaged.
- **Educate** – create forums and community informational (small groups, house visits) to inform and help to answer and clear up misconceptions of the ballot or the vote
- **Advocate** – we became the ambassadors of the information.

A lot of the work was completed through community events and social media outreach. We were able to create great synergy and focus from the community at large. In addition, we were able to attract national renowned speakers to create an information state-wide tour. The team was also able to secure a partnership with Ben and Jerry's to create a County-wide get out the vote tour during the early voting timeframe.

**SEVEN EVENTS SERIES**

**BY ANY VOTE NECESSARY**

A CONVERSATION WITH COMMUNITY ACTIVIST ABOUT  
**WHAT'S AT STAKE**  
ON THE BALLOT

<b>OCT 22</b> 12-1:30PM	<b>TALLAHASSEE - FAMU</b> MEEK-EATON BLACK ARCHIVES - MEBA PANELIST: Phillip Agnew, Valencia Gunder Pastor Greg James	<b>OCT 25</b> 3-4:30PM	<b>ORLANDO</b> UNIV. CENTRAL FLORIDA PANELIST: Phillip Agnew, Pam Keith
<b>OCT 23</b> 12-1:30PM	<b>TALLAHASSEE - FSU</b> 5230 Indian Hill Rd. Orlando, FL 32808 PANELIST: Phillip Agnew, Valencia Gunder	<b>OCT 29</b> 12-1:30PM	<b>BROWARD</b> NOVA SOUTHERN UNIV. PANELIST: Phillip Agnew, Pam Keith Valencia Gunder
<b>OCT 24</b> 12-1:30PM	<b>JACKSONVILLE</b> EDWARD WATERS COLLEGE PANELIST: Phillip Agnew, Pam Keith, Marrissa Alexander, Valencia Gunder	<b>OCT 29</b> 3PM-5PM	<b>MIAMI</b> MIAMI - DADE COLLEGE PANELIST: Phillip Agnew, Pam Keith Valencia Gunder, Jonathan Flores
<b>OCT 25</b> 12-1:30PM	<b>DAYTONA -</b> BETHUNE COOKMAN UNIVERSITY Center for Civil Engagement (CCE) PANELIST: Dr. Michael Eric Dyson, Valencia Gunder, Pam Keith, Phillip Agnew Jasmine Smith		

**VOTE YES ON 4**  
BEN & JERRY'S  
believes in second chances.

**FREE Ice Cream!**

**EARLY VOTING  
ICE CREAM SOCIAL**  
IN PARTNERSHIP WITH BEN & JERRY'S

**LOCATION**  
Wells Recreation Center - 2409 Avenue H West, Riviera Beach, FL 33404

**DATE**  
Saturday, October 27

**TIME**  
10:00am - 2:00pm

**POWERED BY**  
SEIU, Urban League Young Professionals, For Our Future, Women's March FL,  
ACLU, New Leaders Council Palm Beach

Right now, we have the power to end 150 years of a broken system by voting  
#YesOn4 on behalf of 1.4 million Floridians who've earned a second chance.

Learn more at [www.benjerry.com/fltour](http://www.benjerry.com/fltour)

**VOTE YES 4**  
SECOND CHANCES



### 3. Vote Yes on Amendment 4 (Vote yes on Solar 2016)

Our team was commissioned to work on helping Floridians (Palm Beach County Voters) to vote Yes on Amendment 4 solar energy. Amendment 4 was universally supported by the business community, state lawmakers and good government groups. It allowed property owners the ability to install rooftop solar panels without facing a property tax increase. Our teams' goal was to create visibility, attend meetings and distribute literature, engage in speaking events and man tables at outdoor events.



b.

The City of West Palm Beach has a population of approximately 110,000 with approximately 60,000 registered voters. The City of West Palm Beach ***will ask voters to grant it the authority to issue bonds for the purpose of upgrading several City's park amenities.*** If approved, ***the bonds will raise approximately 26 million dollars that will be used to upgrade, replace or add amenities such as playgrounds, trails, community centers and infrastructure.*** It is critically important that all citizens, registered Voters, and surrounding Palm Beach County end-users are informed and educated. In our experience, when a well-organized and coordinated informational and educational campaign is administered ***generally, individuals tend to support Ballot Questions/Referenda when an in-depth understanding of "who, what, why, and how" - which is the premise of fact-based, neutral messaging.*** In addition, whenever a governmental entity ***asks voters to grant it the authority, it is the duty of that jurisdiction to provide all related educational information*** to the Taxpayer that ensures sound understanding and compliance with FS Chapter 119 and applicable sections of Chapter 100. ***In this case, the City of West Palm Beach, registered Voters is the primary sector we want to focus on*** and therefore, the Consultant will oversee a ***strictly informational and educational campaign aimed to bring awareness*** to the voters about the park bond referendum on the City's ballot scheduled for March 17 2020. It should be also noted, due to the use of public dollars, no advocacy by the City for the passage of the question will take place.

## Section 4

Campaign Experience



## SECTION 4: Campaign Experience

### a.

Over the past 20 years The L B Limited Team has accumulated extensive Campaign experience from Candidate Campaigns to a variety of Voter Issue-oriented and educational Campaigns. The following are highlighted examples:

#### **Candidate Campaigns:**

- **Campaign to Elect, Keith James, Mayor, City of West Palm Beach (2016-2019)**

**Description of services provided:** Served on Campaign Host Committee and Leadership Council responsible for strategic campaign plan Development, scheduled coordinated and conducted two (2) Fundraising Event, assisted with Campaign Messaging development, compiled a key Stakeholders campaign contribution contact database, identified and scheduled community-based organization

- **Campaign to Elect Tony Johnson-Davis, Riviera Beach City Council, District 3 (2010, 2016, 2019)**

**Description of services provided:** As Assistant Campaign Manager and Platform Advisor, the firm was responsible for Campaign Strategy development, candidate Polling locations Logistics, Candidate Filings Compliance Review (prior to submittals), Financial Reports (prior to submittals), Debate coordination and presentation and campaign messaging development, Marketing Budget and Marketing Plan.

- **Campaign to Elect Wayne Richards, Port of Palm Beach Commissioner 2000-2001**

The Port of Palm Beach District, a political subdivision of the State of Florida, was created and established under the provisions of Chapter 7081 and is an act of the Florida Legislature. This being the firm's first political Candidate campaign management opportunity and Mr. Richards first run, the challenges were enormous and plentiful! The firm was on a steep learning curve and over a 90-day period (as a requirement of the Candidate) learned about all of the applicable State Statutes; FS Chapter 119 Public Records), SF Chapter 100 (General, Primary, Special, Bond & Referendum Elections), FS Chapter 125 (Special Taxing Districts), FS Chapter 189 ( Uniform Special District Accountability Act) and applicable sections.

**Description of services provided:** L B Limited served as Campaign Manager and Platform Advisor, the firm was responsible for Campaign Strategy development, candidate Polling locations Logistics, Candidate Filings Compliance Review (prior to submittals), Financial Reports (prior to submittals), Debate coordination, presentation and campaign messaging development, Marketing Plan/Budget, Campaign Volunteer Management and coordination and Campaign close-out activities.

#### **Regional Field Director Andrew Gillum For Florida Governor Campaign 2018**

Directed all aspects of implementation of a gubernatorial campaign plan including fundraising, operations, call time, field, earned, owned, and paid media in accordance with the campaign managers and consultant's guidance and direction. Created, developed, and oversaw the regional budget. Managed relationships with all vendors, consultants, and staff including general, fundraising, field, and communications. Managed campaign staff. Initiated and fostered strong working relationships with grassroots leaders.

#### **Asst. Constituency Outreach Hillary Clinton Coordinated Campaign 2016**

Coordinated Campaign Clinton/Kaine Campaign 2016 Palm Beach County, Florida as the Asst. Constituency Outreach Director (Caribbean American), coordinated and conducted outreach, plan community events and held town-halls in support of the campaign. Media, coordination of Community leaders was also provided. Focus was also on training volunteers and mobilizing community partners.

### **Regional Gotv Director (Obama/Biden 2012)**

Organizing for America 2012 Obama Campaign 2012-2012 Palm Beach County, Florida as the RGOTV Director worked side by side with the Regional Field Director and executed the GOTV efforts for our region. That included everything from training volunteers, to logistics, to coordinating out-of-state volunteers, to managing GOTV fellows, to planning and setting up staging locations.

### **Regional Director Field (Obama/Biden 2008)**

Campaign for Change Florida 2008-2008 Broward County, Florida

Wrote and implemented a successful GOTV plan for Broward County based off the statewide plans and goals. Won Broward County with a 250,000 margin and 73% voter turnout

### **Campaigns**

Richard Ryles for City Commissioner of West Palm Beach, 2019

Jeri Mouio for Mayor City of West Palm Beach, 2011 and 2015

Cory Nerring for Commissioner of West Palm Beach, 2015

Mack Bernard for State Senate, 2012 and County Commission 2016

Keith James for Commissioner District 4 City of West Palm Beach, 2011

Ron Klein for Congress, 2010

Dr. Debra Robinson, Palm Beach County School District 2010, 2015 and 2018

Dale Holness, Broward County Commissioner, 2010, 2012 and 2016

Bishop Thomas Masters, for Mayor City of Riviera Beach, 2010 and 2013

Jeff Greene for US Senate, 2010

### **b.**

It's clear through our experience that, no matter what type of Campaign a practitioner conducts, they all have their own set of issues. The firm has a wide range of experience directly associated with running issue-based Informational and Educational Campaigns including; Political Elections, Real Estate Development, Community Redevelopment. The following highlights a few examples complete with some of the associated issues.

- Political Campaigns: Most of the common issues encountered in governmental elections are conveyed by Candidates' Campaigns are taxpayer-based issues; Budget appropriations/allocations, tax increases, millage rate increases, new Initiatives, taxpayer waste and government efficiencies, crime levels, public safety, managed economic growth/development and the environment to name a few. Please be advised that all the examples in item "a" above are suitable representations.
- Real Estate and Community Redevelopment Informational and Educational Campaigns: Unlike the City's Parks Bond Referendum Campaign, Real Estate and Community Redevelopment Informational and Educational Campaigns are not designed or structured to be neutral based. These types of campaigns attempt to encourage a certain set of development elements for support. Garnering support may or may not satisfy the Elected body, the directly affected communities and residents or general public and can in most cases cause concerns. Some of the common issues/concerns are; Development intensity/density, Design, lack of benefits to the community, zoning regulations, development incentives (use of taxpayers' dollars), traffic congestion and safe/clean concerns among others.



**C.**

The city of West Palm Beach has precincts that have voting historical turnout. This team is very aware of those voter statistics and those areas will be targeted with all our campaign tools:

The walkable homes of the south and northern areas of the city will have door to door canvassing as one of our effective tools of engagement.

The central and western communities are not walkable and so phone banking and mailers will be our most effective communication tools with this voting group.

# Section 5

## Election Requirements



## SECTION 5: Election Requirements

### a.

Over the past 20 years The L B Limited Team has accumulated experience and knowledge of Election law and associated requirements. The demonstrated knowledge of election laws and requirements are referenced in Section 4 a, b & c: Campaign Experience and Section 3 a: Ballot Referenda Experience. It was through these activities the LB Limited team became Knowledge of; FS Chapter 100 (General, Primary, Special, Bond & Referendum Elections), FS Chapter 119 – Public Records, FS Chapter 125 (Special Taxing Districts) and FS Chapter 189 ( Uniform Special District Accountability Act) and applicable sections. This RFP serves as a prime example of the City's compliance and enforcement of FS Chapter 100 (General, Primary, Special, Bond & Referendum Elections) and FS Chapter 119 – Public Records - the RFP Scope of Services and the process of qualifying and evaluating the Proposer are aligned with the above mentioned Florida Statutes and are required as conditions of the contractual agreement of the selected Proposer.

### b.

Primary Elections are run by the County and occur on the third Tuesday of March instead of the second Tuesday for Municipalities. Subsequently, the City Clerk's Office must adhere to the County's Election Schedule and associated deadlines as required by prior mentioned Florida Statutes. One such item is the City's submittal of the "Sample Ballot" which includes the City's Park Bond Referendum content (approved 12/18/19). Also, in accordance with FS Chapter 100 (General, Primary, Special, Bond & Referendum Elections), FS Chapter 119 - Public Records and as referenced by this RFP, the Consultant **"shall keep and maintain all documents" to ensure complete compliance with the applicable Florida Statutes.** In some cases, Municipalities request a total transfer of files to be held in the City Clerk's Office, 2020 Primary Elections Master file (electronic and/or hard-copy file(s)). The LB Limited team will be completely compliant by creating a Master data platform for all related documents.

### c.

Over the past 20 years The L B Limited Team has accumulated extensive Election Requirements experience. In serving as Political Campaign Manager and Assistant Campaign Manager, **all financial reports were prepared, reviewed and submitted on time - "reports shall be filed on the 10th day following the end of each calendar month"** in accordance with FS Chapter 107.07, Reports. Much the same financial reporting schedule applies to Candidate Fundraisers - **"All money and contributions received with respect to such a campaign fundraiser shall be deemed to be campaign contributions"** (FS Chapter 106.025, Candidate Fundraisers). In the case of Palm, Beach County, "One County One Penny" Referendum, **L B Limited was required and responsible for maintaining clear and concise financial records with reasonable access for inspection and timely response to any public records request (FS Chapter 106.113, Expenditures by local government).** The financial reports reflected all expenditures incurred in planning and conducting Industry Informational Workshops and included; projected expense budget, actual expense budget supported by service estimates, supplier invoices and proof of payment/receipts.

### d.

In the case of the PBC "One County One Penny" Surtax Referendum, coordination and communication with the Supervisor of Elections was required to ensure the County met the requirements of the referendum. **As a part of our scope of services, we were responsible for assisting with the required Referendum "neutral messaging" content development and refinements to the point of review for legal sufficiency. In the course of performing this task consistent communications with the Supervisor of Elections took place.** Mr. Lewis has a 25-year relationship with the current Supervisor of Elections. The LB Limited team will have no problems with coordination of any/all activities directly related to the Parks Bond Educational Campaign on behalf the City.

# Section 6

## Communication Abilities



## **Section 6: Communication Abilities:**

**The L B Limited Team** has expertise in and with; excel, google sheets and votebuilder, the ability to understand legislation, policies, and processes, able to communicate in layman's terms and bilingually with diverse audiences, strong analytical skills, confident and experienced in campaign finance regulations and reporting

### **a. Ability to coordinate and conduct meetings with local stakeholders including neighborhood associations and civic organizations:**

- Knowledge of West Palm Beach politics, history, and demographics.
- Union organizing experience
- Specialists in the field community organizing
- Proven ability to work across lines of difference with diverse audiences and partners

### **b. Ability to execute voter outreach**

- The Human Network -- We Put Boots On The Ground
- This is a game changer. Our team is eager to develop and implement your strategic ground game campaign to include targeted voter outreach (including multi-cultural constituencies - Hispanic, African American, Caribbean, & Asian voters to name a few)
- Canvassing (Door-to-door)
- Street Team Activation
- Get Out The Vote Rallies & Special Events
- Poll Workers (Recruitment, Training and Management)
- Visibility (Sign Wavers, Photograph Models, Guerrilla Marketing)
- Develop a specific plan for GOTV.
- Create and manage multiple timelines, guidelines, operating procedures, staff reporting structures and all facets of GOTV
- Work with the training team to support and train all staff, volunteers, and staging location captains on all GOTV operations.
- Design, implement and maintain GOTV reporting docs and election night trackers.
- Proficient in Microsoft Excel, Word, PowerPoint, and NGPVAN

### **c. Ability to create a website with information about the referendum item**

- This team has created over 30 campaign websites for candidates and issues throughout the last 10years.
- Our team is experienced and inventive digital content organizer to craft messages, stay on top of digital trends, and use online strategies to help build a strong movement towards the desired outcome.



- **Digital Marketing:**

The new media age has enhanced the opportunity to target your message to the right voters at the right time. The tools available are:

- Website search engine optimization
- Pay per click campaigns
- Targeted banner advertising
- YouTube ads
- Viral videos
- News story comments

**d. Ability to develop print material, as needed**

Our team can design, print and source all materials needed for the campaign. We work directly with the Printer operations team to ensure that all campaign merchandise, materials, literature, and swag are delivered on a timely basis.

**e. Ability to send mailings to registered voters.**

We can work with a locally sourced mail house to get the mailing material to them, sort for the targeted area and manage the mailing process from beginning to end.

# Section 7

Compensation





Public Relations

Community  
Relations

Government  
Relations

Public/Private  
Partnerships

Reputation  
Management

Sponsorship  
Development

Small Business  
Management

## Section 7: Compensation

### Educational Campaign Service Fee and Estimated Expense Budget

<b>Consultant Fees:</b>		
L B Limited & Associates, Inc.		\$30,425.00
S. A Nelson & Associates, Inc.		\$26,575.00
Kaliah Communications, Inc.		\$3,000.00
<b>Estimated Campaign Expenses</b>		\$20,000.00
Including: website development, Labor, Printing, Radio, Social Media, miscellaneous		25% of budget
<b>Grand Total</b>		<b>\$80,000.00</b>

301 Clematis Street, Suite # 3000, West Palm Beach, FL 33401

Phone: 561-833-8080 e-mail: [blewislb@bellsouth.net](mailto:blewislb@bellsouth.net)

# Section 8

Insurance





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/16/2019

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 be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Acentria Insurance - Harbor Insurance Agency 6645 South US Highway 1 Port Saint Lucie FL 34952	<b>CONTACT</b> NAME: Erin Brown PHONE (A/C, No, Ext): 561-623-6403 E-MAIL ADDRESS: erin.brown@acentria.com	<b>FAX</b> (A/C, No): 772-460-2315
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
INSURER A : AUTO OWNERS INSURANCE CO.		18988
INSURER B : USLI-UNITED STATES LIABILITY INSURANCE		25895
INSURER C :		
INSURER D :		
INSURER E :		
INSURER F :		

**COVERAGES**

CERTIFICATE NUMBER: 1773681888


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"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			72041991	1/14/2019	1/14/2020	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> EXCESS LIAB DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y / <input checked="" type="checkbox"/> N	N / A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Professional Liability			SP1558307D	1/14/2019	1/14/2020	\$1,000,000

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

**CERTIFICATE HOLDER****CANCELLATION**

LB Limited & Associates, Inc. 301 Clematis Street Suite 3000 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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# Section 9

## References



## 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:** Campaign to Elect Tony Johnson-Davis, Riviera Beach City Council, District 3 (2010, 2016, 2019)

Contact person: Tonya Davis-Johnson Title: Former City Council Member

Contact telephone number: 561-616-6840

Service Location(s): Riviera Beach

Service Year: From: 2010, 2016 To: 2019

**Description of services provided:** As Assistant Campaign Manager and Platform Advisor, I was responsible for Campaign Strategy development, candidate Poll Worker Logistics, Candidate Filings Compliance Review (prior to submittals), Financial Reports (prior to submittals), Debate coordination and presentation and campaign messaging development, Marketing Budget and Marketing Plan.

**Reference #2**

**Client:** Campaign to Elect, Keith James, Mayor, City of West Palm Beach

Contact person: Mayor Keith James Title: Current Mayor

Contact telephone number: Office of the Mayor

Service Location(s): City of West Palm Beach

Service Year: From: 2017 To: 2019

Description of services provided:

Served on Campaign Host Committee responsible for strategic campaign plan Development, assisted with Fundraising Events, assisted with Campaign Messaging development, compiled a key Stakeholder's campaign contribution contact database, identified and scheduled community-based organization Campaign presentations.

## REFERENCES

### **Reference #3**

**Client:** Palm Beach County

Contact person: Fernando DelDago Title: Director, FDO/CID

Contact telephone number: 561-233-5276

Service Location(s): \_\_\_\_\_

Service Year: From: 2017 To: Present

Description of services provided:

Currently, L B Limited is a Sub-Consultant to Jacobs Program Management which is responsible for monitoring, tracking, and financial oversight/ controls to ensure the County is totally transparent and accountable to the taxpayers. L B Limited is responsible for Field Inspector management directly associated with Facilities Operations and Development (FDO), Surtax Capital Improvements Projects and ongoing communications with general public inquiries via e-mail and phone.

## Section 10

# Small Business Forms





**SMALL BUSINESS CERTIFICATION**  
The City of West Palm Beach's Small Business Program  
Certifies that  
**L. B. LIMITED & ASSOCIATES, INC.**

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: Communications: Public Relations Consulting
- \*\*\*\*\*

Issued by the City of West Palm Beach for a three year period December 31, 2018 to December 31, 2021

Certificate Vendor Number: 1009071

  
Frank Hayden  
Procurement Official



***Palm Beach County  
Office of Equal Business Opportunity***

Certifies That

**L B Limited, Inc.**

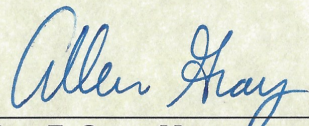
**Vendor #LBLI0001**

*is a Small/Minority Business Enterprise as prescribed by section 2-80.20 – 2-80.40 of the Palm Beach  
County Code for a three year period from*

***January 26, 2020 to January 25, 2023***

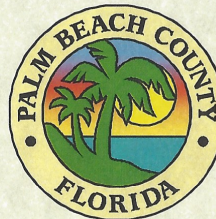
The following Services and/or Products are covered under this certification:

**Communications Marketing Services; Public Information Services (Incl. Press Releases);  
Outreach Services; Public Awareness Programs; Business Consulting;  
Communications: Public Relations Consulting; Community Development Consulting;  
Disadvantage Business Enterprise (DBE) and Historically Underutilized Business (HUB) Consulting Including  
Technical Assistance; Governmental Consulting; Management Consulting;  
Minority and Small Business Consulting; Business Management Services; Project Management Services**



**Allen F. Gray, Manager**

October 28, 2019



**Palm Beach County Board of County Commissioners**

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

**County Administrator  
Verdenia C. Baker**

# SMALL BUSINESS CERTIFICATION

The City of West Palm Beach's Small Business Program

Certifies that

**S A NELSON & ASSOCIATES**

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: Minority and Small Business Consulting, Marketing Consulting, Community Development Consulting

\* \* \* \*

Issued by the City of West Palm Beach for a three year period November 7, 2019 to November 6, 2022

Certificate Vendor Number: 1056600



Frank Hayden  
Procurement Official

# MINORITY WOMAN BUSINESS CERTIFICATION

The City of West Palm Beach's Minority/Women Business Program

Certifies that

**S A NELSON & ASSOCIATES**

Has met the necessary requirements for certification as a Minority/Women Business under the Minority/Women Business Program as prescribed by the City of West Palm Beach's Ordinance Number 4679-18

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

\* \* \* \*

- Communications and Media Related Services
- Consulting Services: Minority and Small Business Consulting, Marketing Consulting, Community Development Consulting

\* \* \* \*

Issued by the City of West Palm Beach for a three-year period November 7, 2019 to November 6, 2022

Certificate Vendor Number: 1056600



Frank Hayden  
Procurement Official



***Palm Beach County  
Office of Equal Business Opportunity***

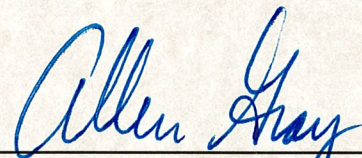
Certifies That

**SA Nelson & Associates, LLC  
Vendor # VS0000013627**

***is a Small/Minority/Women Business Enterprise as prescribed by section 2-80.20 – 2-80.40 of the  
Palm Beach County Code for a three year period from November 22, 2019 to November 21, 2022***

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

**Advertising Including Notice of Bid, Solicitation, Statutory Notices, Legal; Advertising/Public Relations, Including Skywriting; Communications Marketing Services; Public Information Services (Including Press Releases); Web Page Design, Management & Maintenance Services; Consulting Services; Advertising Consulting; Communications Public Relations Consulting; Consulting, Communications, Public Relations; Marketing Consulting; Writing Services, Including Resumes; and Event Planning Services**



**Allen F. Gray, Manager**  
November 22, 2019



**Palm Beach County Board of County Commissioners**

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

**County Administrator**  
Verdenia C. Baker

**Assistant County Administrator**

Jon Van Arnam





**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 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: L.B. Limited & Associates, Inc.

Preparer's

Name: Bruce N. Lewis Title: President

RFP Title: EDUCATIONAL Campaign SERVICES Project Number: \_\_\_\_\_

RFP Number: 19-20-206 MWBE Subcontractor Participation: 33 %

Total Base Project/Contract Amount: \$ 80,000

**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. <u>S. A NELSON &amp; Assoc. ASST. P.M.</u>		<u>\$ 26,575</u>	<u>%</u>	<u>33</u> %
2. <u>...</u>		<u>\$</u>	<u>%</u>	<u>%</u>
3. _____		<u>\$</u>	<u>%</u>	<u>%</u>
4. _____		<u>\$</u>	<u>%</u>	<u>%</u>
5. _____		<u>\$</u>	<u>%</u>	<u>%</u>
6. _____		<u>\$</u>	<u>%</u>	<u>%</u>
<b>TOTAL</b>		<u>\$ 26,575</u>	<u>%</u>	<u>33</u> %

Preparer's Signature: Bruce N. Lewis Date: 12/27/19





**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: LB Limited & Associates, Inc.  
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
<u>1</u>	<u>ASSISTANT PROJECT MANAGER</u>	<u>\$ 26,575</u>
		<u>\$</u>
		<u>\$</u>
		<u>\$</u>

### SECTION III. Information on the MWBE

Small Business Name: S. A Nelson & Associates  
Preparer's Name: Sophia A. Nelson Title: President  
Signature: Sophia A. Nelson Date: 12/27/19

# Appendix



## Table of Context

Page 1: Administration

Page 2: Suggested Campaign Implementation Plan

Page 2: PR and Media Relations Strategy

Page 3: Campaign Examples I

Page 4: Campaign Examples II



### **Administration:**

The L B Limited Team consists of 4 key individuals that will be responsible for the full implementation of the Educational Campaign on behalf the City of West Palm Beach. Our goal in working with local media is to ensure accurate details of the referendum and its potential effect are available on and in as many media outlets as possible within the project time-frame.

#### **Bruce Lewis - Project Manager**



35 Years of Community Engagement

20 Years Political Campaign

Bruce Lewis, Project Manager: Mr. Lewis is the primary authorized person and will oversee all aspects of the Educational Campaign. With 30 years of business experience, Mr. Lewis has specialization skills and experience in a wide variety of projects and communications activities; campaigns, community initiatives, project management, public involvement and public/private partnerships among others.



#### **Sophia Nelson – Deputy Project Manager**

25 Years of Community Engagement

20 Years Political Campaign

Ms. Nelson has over 15 years of experience in a wide variety of community engagement projects and is regarded as an expert in election processes, community mobilization, GTVO activities, Voter Rights, campaigns, social media, Marketing, website development and community revitalization.



#### **Darlene Station - Data and Technology**

Ms. Station's responsibilities include database development and maintenance and collection. Processing data and managing the reporting for the team. Tracking and internal and external resources, timeline and outreach execution for all reports.



#### **Michelle Brown – Media and Outreach**

Professional communicator, writer and media relations consultant with 17years of experience promoting for many community organizations. Comm manager for a global brand have been used to conceptualize, refine and grow client brands via traditional, digital and social media channels. Ms. Brown will assist our media colleagues by providing them with pre-packaged data on the referendum question. Being a resource to the media means providing them with timely content, corresponding artwork, vetted interview subjects, details on community responses, speaking points from government officials, election updates and other pertinent information.

## **Suggested Campaign Implementation Plan Time-Line**

<b>Date</b>	<b>Activity</b>
Jan 2 - Jan 8	Meet with the Steering Committee
Jan 15 - March 5	Community Meetings.
Jan 15 - March 16	Canvassing, phone banks and social media campaign
Jan 20 - March 1	Mailing campaign
March 5 - March 16	GOTV
March 17	Election Day activation

## **PR and Media Relations Strategy**

Local media assumes a great deal of responsibility during election time, as editors, producers and reporters try to deliver information that will help the electorate make informed decisions. L B Limited will assist our media colleagues with this task by providing them with pre-packaged data on the referendum question. Our team understands that media outlets do not need us to tell the story, but to be a resource for information that allows them to tell the story. In that regard, our role will be to provide consistent and accurate data regarding the scope of the referendum, the audiences/neighborhoods the referendum may affect, how the referendum will operate if passed, and information on similar referendums and their impact.

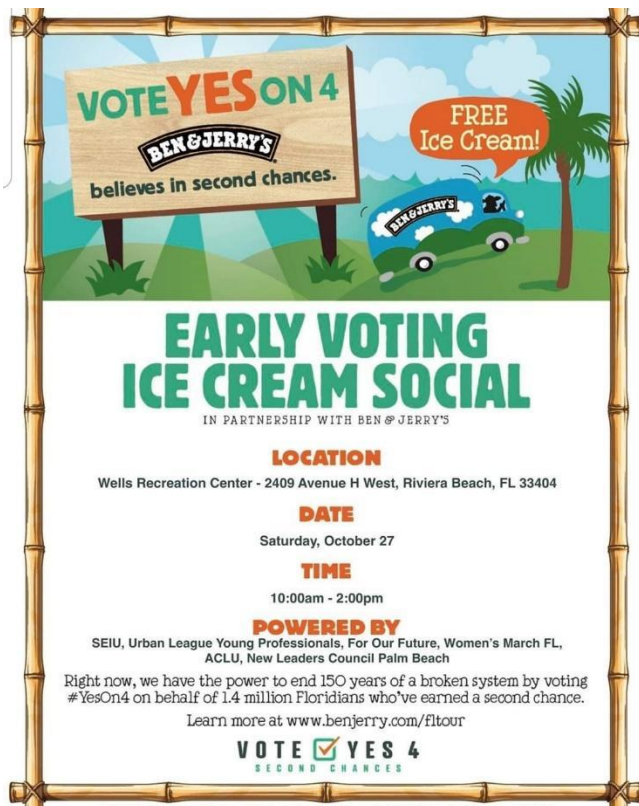
Being a resource to the media means providing them with timely content, corresponding artwork, vetted interview subjects, details on community responses, speaking points from government officials, election updates and other pertinent information.

In this digital age, media relations also includes providing the City with same information to be used on its social media sites, website and community marketing collaterals. Media will request and use active web links and social media conversations in their reporting, so this component of our project work is just as critical as the direct engagement with reporters, producers and editors.

Our goal in working with local media is to ensure accurate details of the referendum and its potential effect are available on and in as many media outlets as possible within the project timeframe.



## Sample Outreach Material



**VOTE YES ON 4**  
BEN & JERRY'S  
believes in second chances.

FREE Ice Cream!

**EARLY VOTING  
ICE CREAM SOCIAL**  
IN PARTNERSHIP WITH BEN & JERRY'S

**LOCATION**  
Wells Recreation Center - 2409 Avenue H West, Riviera Beach, FL 33404

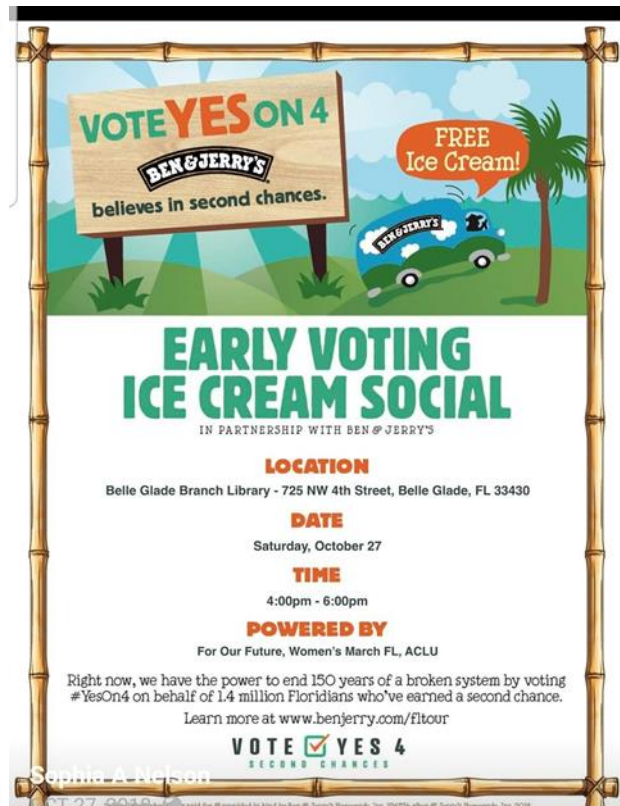
**DATE**  
Saturday, October 27

**TIME**  
10:00am - 2:00pm

**POWERED BY**  
SEIU, Urban League Young Professionals, For Our Future, Women's March FL, ACLU, New Leaders Council Palm Beach

Right now, we have the power to end 150 years of a broken system by voting #YesOn4 on behalf of 1.4 million Floridians who've earned a second chance.  
Learn more at [www.benjerry.com/fltour](http://www.benjerry.com/fltour)

**VOTE YES 4**  
SECOND CHANCES



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ICE CREAM SOCIAL**  
IN PARTNERSHIP WITH BEN & JERRY'S

**LOCATION**  
Belle Glade Branch Library - 725 NW 4th Street, Belle Glade, FL 33430

**DATE**  
Saturday, October 27

**TIME**  
4:00pm - 6:00pm

**POWERED BY**  
For Our Future, Women's March FL, ACLU

Right now, we have the power to end 150 years of a broken system by voting #YesOn4 on behalf of 1.4 million Floridians who've earned a second chance.  
Learn more at [www.benjerry.com/fltour](http://www.benjerry.com/fltour)

**VOTE YES 4**  
SECOND CHANCES



**ANDREW  
GILLUM**  
FOR GOVERNOR

**PARTY  
AT THE POLLS**

**FOOD, MUSIC & FUN • FREE GIVEAWAYS**

<b>BOYNTON BEACH</b> Ezell Hester Community Center 1901 N Seacrest Blvd, Boynton Beach, FL 33435 <b>2-6PM</b>	<b>BELLE GLADE</b> Belle Glade Branch Library 725 NW 4th St, Belle Glade, FL 33430 <b>2-6PM</b>
<b>LAKE WORTH</b> Lantana Road Branch Library 4020 Lantana Rd, Lake Worth, FL 33462 <b>2-6PM</b>	<b>RIVIERA BEACH</b> Across From Wells Rec Center 2410 Ave H West Riviera Beach, FL 33404 <b>2-6PM</b>

**SATURDAY 11.3 & SUNDAY 11.4**  
PAID FOR BY FLORIDA DEMOCRATIC PARTY, LABOR DONATED

## Sample Outreach Material cont'd



## Your City at Play



*It Starts in Parks*





LB Limited & Associates, Inc