



December 30, 2019

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

RE: RFP No. 19-20-206 – Educational Campaign Services

Dear Ms. Grosch:

Cornerstone Solutions has submitted a proposal for RFP No. 19-20-206 – Educational Campaign Services. Cornerstone understands the scope of services and makes a commitment to timely perform the services.

Sincerely yours,

A handwritten signature in blue ink that reads 'Rick Asnani'.

Rick Asnani
Owner/President



City of West Palm Beach:
Education Campaign Services
RFP No. 19-20-206

Submitted by:
Cornerstone Solutions

Prepared by:
Rick Asnani, Partner

December 2019

About Cornerstone Solutions (Firm Background):

Cornerstone Solutions is a full-service public affairs, political consulting, research and strategic communications firm that specializes in ballot initiatives and referendums. We have a senior partner in the firm, Rick Asnani, who is considered one of the nation's top consultants for ballot issue campaigns. Cornerstone Solutions delivers smart solutions and proven results for municipal and corporate clients, political candidates, public entities, issue campaigns and trade association groups nationwide.

With over 50 years of combined experience, Cornerstone generates successful marketing and communication campaigns, grassroots initiatives, lobbying programs and community relations approaches, *which have earned the firm national awards and honors*. Cornerstone helps clients develop and implement proactive programs and also navigate contentious campaigns or public issues on local, state, and national levels. We understand both the world of traditional campaigning and how new social media tools on the Internet have redefined modern communications.

Cornerstone has been in business for 15 years. We have gone through three name changes since we started, the most recent in 2014 when Rick Asnani took sole ownership of the company. The firm has always been headquartered in West Palm Beach and our entire staff and management team is located here. Our firm has not been suspended or debarred by any government agency, or involved in any litigation regarding any procurement services. No principal or officer has any prior convictions by the city or any government entity.

Cornerstone Highlights:

- ✓ Experts in Florida election laws.
- ✓ Experienced on how to run information campaigns funded with public funds.
- ✓ Local knowledge of West Palm Beach and Palm Beach County.
- ✓ Extensive local experience in elections and communications programs.
- ✓ Local knowledge of West Palm Beach community leaders, organizations, voters and the local media.
- ✓ Successfully ran the City of West Palm Beach tax abatement public information campaign.
- ✓ Successfully ran the last five Palm Beach Countywide referendums in the last 14 years – all of them required a yes vote for funding approvals.
- ✓ Successfully managed or participated in over 120 ballot issues in the last 25 years.
- ✓ Worked on ballot issues over the last 10 years in Broward, Palm Beach, Hillsborough, Polk, Orange, Seminole, Brevard, Indian River and Collier counties.
- ✓ Knowledge and expertise in organizing town hall, grassroots and community events.
- ✓ Knowledge and relationships with organizing community, business and neighborhood organizations.
- ✓ Cornerstone is based in West Palm Beach, Florida.
- ✓ National experts in issue and referendum campaigns.
- ✓ Experience working in 37 states around the country.

Our Qualifications (Ballot Referenda Experience and Campaign Experience):

- Ballot Issue Experience: Rick Asnani, the partner who would be assigned to your ballot issue campaign has worked successfully on ballot issue campaigns in fifteen states across the country over the last 20 years. Rick has consulted for, run or managed statewide, countywide and local municipal elections. To date Cornerstone has worked on over 120 referendums or initiatives that required a yes or no vote, including over 25 that required a yes vote for a tax or funding increase. Our experience also includes working on hard-to-win races successfully for issues and candidates. We have an impressive 95% win record for ballot issues we have managed.
- Winning YES campaigns: Ballot issue campaigns are not like candidate campaigns. They require a different type of messaging and management that must be combined with traditional campaign strategies and tactics. A yes campaign also requires different engagement practices and our firm has had successes winning campaigns that require voters to take an affirmative yes position on issues – including taxes, fees, transportation, land planning, charter changes or other complex issues.
- Experience Running Issue Oriented Campaigns: We understand how to go from concept to ballot and how to run a winning campaign for referendums on very short notice. Our experience includes writing ballot language, understanding how to run public vs. private funding campaigns and the difference between information and advocacy for legal compliance in Florida. We approach issue campaigns in phases, setting milestones and working to build a coalition, as well as securing endorsements. We can help facilitate information town-hall events, communications like mailers, advertisements and coordinate website, social media and traditional media content.
- Publicly Funded Information campaigns: Florida laws limit the use of public funds to education and information campaigns that do not advocate. They also restrict coordination with any advocacy campaigns and we have expertise working on public information campaigns that comply with State and election laws. The ballot issues for West Palm Beach, the School District, and Broward county were all public education campaigns that required using public funds. We successfully worked with the government agencies to create and distribute materials that complied with all election laws to educate (not advocate) using public funds.
- Polling Experience and Knowledge: Ballot issue campaigns occasionally require polling or market research as part of the community feedback process. Our firm has managed the polling process for many projects. We have in-house pollsters who can work on your project. We recommend using them because they understand how to do accurate research for issue campaigns, have experience working on the yes and no side, and they can be part of the strategy team throughout the course of the campaign. We have a library of over 150 polls and focus groups to bring a wealth of knowledge. Our team of pollsters and our experience will make sure you don't miss anything and can draw from a knowledge base of winning local and national research.

- Campaign Experience: Our ballot campaigns include the 2018 One-mill tax proposal for the school district, and their quarter-mill tax proposal in 2014 and 2012, all requiring countywide approval. We also managed the 2004 Palm Beach County one-penny sales tax campaign, and were part of the team that developed the plans for the 2016 one-penny sales tax in Palm Beach County. Most recently, in 2018 we ran the one-penny transportation sales tax in Broward County and were part of the statewide team running the Vote Yes on Amendment 3 (gaming issue) statewide in Florida. All these passed with a Yes vote. We have also run and won the education campaign for the tax abatement that was on the ballot in West Palm Beach and the undergrounding campaign in the Town of Palm Beach, where we worked as the city's consultants. Our firm has been involved in every countywide campaign on the ballot since 2004 and won them all with a 100% win record.
- Voter and Precinct Data: Cornerstone manages an extensive database of voters in West Palm Beach, including data broken down by neighborhood, demographic and voting propensity details. We can utilize the information to help organize a campaign for communications, early voting, vote by mail and election day turnout. We have created an archive of data in West Palm Beach through campaigns we have been running in every election since 2006, including campaigns for every winning Mayoral campaign in the last 12 years. We have an in-house data management team.

Election Requirements:

- Election Compliance: Cornerstone specializes in election compliance and has an in house dedicated staff person, Kim LeeBove, who is a para-legal and trained in election laws. We manage campaign reports for candidates, PACs and other committees locally and around the state, and manage all campaign reporting. We can help to manage all necessary paperwork and compliance requirements. In addition, for review of materials we take an additional step to have information reviewed by elections attorneys that provided written approval on all materials. This is an additional step we recommend beyond the review by city staff or city attorneys. This ensures that there is no advocacy related content on the materials published.
- Elections Coordination: Cornerstone works regularly with the city clerk, the county Supervisor of Elections, and their staff on election dates, procedures and deadlines to ensure that the city will be in full compliance and know when important activities (like when ballots are mailed) are going to take place.

Communications Abilities:

- Community Engagement: Cornerstone specializes in grassroots and community outreach. Our firm has established relationships with HOA leaders, community and church leaders, precinct leaders and business or civic leaders that are part of the West Palm Beach Community. As part of our scope of work Cornerstone will have a full-time director managing community presentations in key parts of the city to offer opportunities for staff or an approved campaign speaker to present the details of the bond.
- Endorsements: Public Education campaigns can legally secure endorsements from groups and community organizations, including non-profit groups since it is an issues campaign. We can help create forms and coordinate outreach for endorsements.
- Voter Communications: Cornerstone will help plan, create and implement communications for the education campaign. We coordinate direct mail, phone calls, texting services, door to door, brochure and door-hangers, small or large signs and any similar materials needed.
- Online and Digital Communications: In addition to the above communications, we will work with your team to create any explainer videos, grassroots and endorsement videos, and also work with you on content for the city website, an independent page (if needed) and create and place all online ads for digital content. Our firm can also create and manage all social media content for placement for the campaign on the city's site.
- Media: We can help to coordinate press releases and materials that will need to be presented to the local editorial boards for the press.
- Presentations: Cornerstone specializes in creating presentations such as handouts or PowerPoints that can help to provide a self-guided tour or ensure consistency in local presentations.
- Direct Mail: Cornerstone does design, print, mailing service and voter targeting for all direct mail to voters. We also have the ability to segment data for voters by voting preference.
- Voter Outreach: Cornerstone specializes in voter outreach for vote by mail voters, early voting (in-person) voters and regular election day voters. We will create three types of campaigns to ensure you know who to talk to and when. We also have a grassroots team that can be on-site handing out materials door-to-door, at the precincts and on election day.

Additional Scope of Services:

- Strategic planning, budgeting and timing – we know how to help you create and execute a winning plan.
- Review and refine materials – we have experts and communications specialists, including an archive of materials, forms, samples and resources we can offer.
- Social Media – we have in house managers and people to make recommendations on how to effectively utilize and target social media.
- Data and Analytics – we have in house and partner firms that will be available to help with targeting and outreach.
- Message Development and Management – Understand how to create proper messaging and various tools that they can be delivered with like mail, TV, and online ads.
- Materials and Training – we can help to guide, create or train speakers and staff.
- Coalition Development – we know how to recruit, educate and train leaders and groups to help them engage and be effective.
- Support Services – we can help support your leaders with resources and staffing to ensure they are efficient and effective.
- Coordination – we can work with outside advocacy groups and understand their roles, their needs and how to legally and professionally coordinate the outreach.
- Regular reports and meetings will be a part of the scope and oversight.

Ballot Issue Campaign Recommendations/Proposed Fees:

We understand the budget for the campaign is not to exceed \$80,000. We will work with staff to make recommendations and develop a plan for communications for the budget. Cornerstone will charge a flat fee for our services.

- Consulting and Management Fees **\$ 14,000 (January to March)**
 - Our fees include a partner to consult on all aspects of the campaign, a campaign director who will be assigned to manage communications and a field coordinator who will manage all community events and schedules. The fees also include all compliance coordination.
 - Our fees do not include the cost of the actual information campaign materials you may select like mail, TV ads, postage, printing of materials or legal fees. The budget for these services will be approved by staff and each item will be approved before any funds are expended.

➤ Campaign Budget (Draft):

	TOTAL
Fact Sheets/ Brochure/ PowerPoint/T Shirts/Signs	\$7,000
Consulting / Management / Compliance Services	\$14,000
Grassroots Services / Community Outreach	\$5,000
Online / Digital / E-Communications	\$13,000
Radio / Phones / Mail	\$41,000
Totals	\$80,000

Insurance:

Cornerstone can demonstrate sufficiency to provide the necessary services and provided the required insurance.

Summary:

Thank you for your consideration of Cornerstone Solutions and we look forward to the opportunity to work with you on this project. Please contact us if you need any additional information or references.

References: (see attached)

Palm Beach County School District
Palm Beach County Children's Services Council
Sheriff of Palm Beach County
City of West Palm Beach, Town of Palm Beach, City of Palm Beach Gardens

Company Name: Cornerstone Solutions Florida LLC FEIN: 46 - 5565319

Address: 9200 Belvedere Road, Suite 202

Telephone: 561-689-9787 Fax: 561-828-0440

Principal Contact Person & Title: Rick Asnani , President

Contact Telephone Number: 561-689-9787 Fax: 561-828-0440

E-Mail Address: Rick@CSTeam360.com

Number of Years Company in Business: 15 years. Total Number of Employees: 8

Address: 9200 Belvedere Road, Suite 202

Office Telephone: 561-689-9787 Dir: 561-689-9787

Cell Phone: 561-719-2117

E-Mail Address: Rick@CSTeam360.com

Total Number of Employees at this location: 8

Contract Contact Person: Kim LeeBove Title Exec. VP

Direct Phone: 561-689-9787

E-Mail Address: Kim@CSTeam360.com

2019 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L14000072229

Entity Name: CORNERSTONE SOLUTIONS FLORIDA, LLC

Current Principal Place of Business:

9200 BELVEDERE ROAD
SUITE 202
ROYAL PALM BEACH, FL 33411

Current Mailing Address:

9200 BELVEDERE ROAD
SUITE 202
ROYAL PALM BEACH, FL 33411 US

FEI Number: 46-5565319

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

WASCH, JOSEPH C
2500 NORTH MILITARY TRAIL
SUITE 465
BOCA RATON, FL 33431 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: _____

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail :

Title MGR
Name ASNANI, PRADEEP B
Address 9200 BELVEDERE ROAD
SUITE 202
City-State-Zip: ROYAL PALM BEACH FL 33411

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

SIGNATURE: PRADEEP B. ASNANI

MGR

04/29/2019

Electronic Signature of Signing Authorized Person(s) Detail

Date

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L14000072229
FILED 8:00 AM
May 05, 2014
Sec. Of State
alunt

Article I

The name of the Limited Liability Company is:
CORNERSTONE SOLUTIONS FLORIDA, LLC

Article II

The street address of the principal office of the Limited Liability Company is:
6917 VISTA PARKWAY NORTH
SUITE 1
WEST PALM BEACH, FL. 33411

The mailing address of the Limited Liability Company is:
6917 VISTA PARKWAY NORTH
SUITE 1
WEST PALM BEACH, FL. 33411

Article III

The name and Florida street address of the registered agent is:
JOSEPH C WASCH
2500 NORTH MILITARY TRAIL
SUITE 283
BOCA RATON, FL. 33431

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: /JOSEPH C WASCH/

Article IV

The name and address of person(s) authorized to manage LLC:

Title: MGR
PRADEEP B ASNANI
6917 VISTA PARKWAY NORTH, SUITE 1
WEST PALM BEACH, FL. 33411

L14000072229
FILED 8:00 AM
May 05, 2014
Sec. Of State
alunt

Signature of member or an authorized representative

Electronic Signature: JOSEPH C. WASCH

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

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.

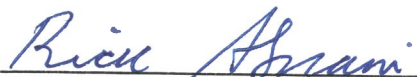
17. Respondent agrees that its Proposal may become part of any contract entered into between the City and the Respondent.

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: Cornerstone Solutions Florida LLC

Officer's Name: Rick Asnani Title: President

Signature: 

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

by Rick Asnani (name) as

President (title) of

Cornerstone Solutions Florida LLC (Respondent firm), who is personally known to me or produced

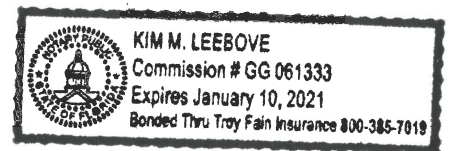
N/A as identification.

Notary Signature:

Kim M. LeeBove

Print Name:

Kim M. LeeBove



Notary Stamp or Commission No.

GG 061333

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: Cornerstone Solutions Florida LLC

Officer's Name: Rick Asnani Title: President

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, Rick Asnani, President
(Print Name of Authorized Officer) (Title)

of Cornerstone Solutions Florida LLC
(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: Rick Asnani

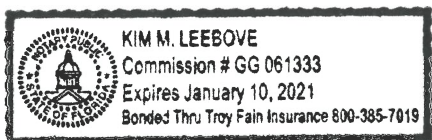
STATE OF Florida

COUNTY OF Palm Beach

Sworn to and subscribed before me this 30 day of December, 20 19, by

Rick Asnani, as an act of Cornerstone Solutions Florida LLC (firm), who is

personally known to me or produced the following identification: N/A.



Notary Signature: Kim M. LeeBove

Print Notary Name: Kim M. LeeBove

Commission No. GG 061333

REFERENCES

Client: School District of Palm Beach County

Contact Person: Michael Burke

Title: Chief Financial Officer

Contact Phone Number: 561-434-8584

Service Location: Palm Beach County(wide)

Service Years: 2012 to 2018

Description: Development of ballot language, campaign plans, budgets, communications materials, voter targeting, social and digital media, text campaigns and election day grassroots coordination for public education campaign for millage tax approval and reauthorizations (3 campaigns countywide). Three Wins.

Client: Town of Palm Beach

Contact Person: Jay Boodheshwar

Title: Deputy Town Manager

Contact Phone Number: 561-313-3321

Service Location: Town of Palm Beach

Service Years: August 2015 to March 2016

Description: Cornerstone managed the undergrounding campaign election for the Town of Palm Beach asking voters to assess a new fee to underground all utilities. The campaign was an education campaign and we helped develop the ballot language, website with search features for fees, all communications materials and ads, voter outreach plans and digital and email campaigns. The issue passed successfully. Won.

Client: Broward County Commission

Contact Person: Gretchen Cassini

Title: Assistant County Administrator

Contact Phone Number: 954-357-7000

Service Location: Broward County(wide)

Service Years: August 2018 to November 2018

Description: Developed and managed a countywide campaign for an education program on the 1 penny transportation surtax for 30 years. The education campaign included creation of a communications plan, targeting, grassroots, mail, phones, texting and election day and early voting targeting. This was a public education campaign and we also managed all compliance. Won.

Client: City of West Palm Beach

Contact Person: Chris Roog

Title: Economic Development Director

Contact Phone Number: 561-822-1416

Service Location: City of West Palm Beach

Service Years: November 2015 to March 2016

Description: Cornerstone was selected by the City of West Palm Beach to manage the referendum campaign for the tax abatement approval public education campaign. We coordinated all communications, signs, community presentations, website content, PowerPoint presentations, emails, online and grassroots activities. Won.