



Community Redevelopment Agency

City of Tarpon Springs
324 East Pine Street
Tarpon Spring, Florida 34689
(727) 938-3711

<http://www.ctsfl.us/agenda.htm>

COMMUNITY REDEVELOPMENT AGENCY
MEETING AGENDA
FOR THE DOWNTOWN TARPON SPRINGS REDEVELOPMENT AREA
TUESDAY, MAY 27, 2025
Immediately Following the BOC Regular Session

CALL TO ORDER

ROLL CALL

AGENDA ITEMS

1. Award File No. 250071-P-JL, Request for Proposal (RFP), Branding & Marketing Professional Services **(Charles Rudd City Manager) (5 Minutes)**
2. Award File No. 250164-C-PH, Sidewalk Improvement Program **(Charles Rudd City Manager) (10 Minutes)**
3. Tarpon Avenue Bump-out Removal - Additional Parking **(Charles Rudd City Manager) (10 Minutes)**

BOARD AND STAFF COMMENTS (5 Minutes)

ADJOURNMENT (Estimate 9:35 pm)



Memorandum

Date: May 27, 2025
To: Mayor and Board of Commissioners
Through: Janina Lewis, Procurement Services Director
From: Janina Lewis, Procurement Services Director
Subject: Award File No. 250071-P-JL Request for Proposal (RFP), Branding & Marketing Professional Services (**Janina Lewis Procurement Services Director**)

Recommendation

Award File No. 250071-P-JL, Request for Proposal (RFP), Branding & Marketing Professional Services, to Great Southern Publishers- d/b/a 365° Total Marketing, as the Professional Firm for RFP No. 250071-P-JL, this firm was deemed to be the most highly qualified to perform the services required for the City. The contract will be for a term of one (1) year, with an option to extend for an additional six (6) months from the date of contract execution, in an amount not to exceed \$66,990 for City wide usage.

Background

The City issued a request for proposals for a Branding & Marketing Professional Services Firm to assist the City in developing a brand identity and a comprehensive marketing strategy for Tarpon Springs. The scope of work includes creating a unified brand platform and marketing plan specifically focused on Downtown Tarpon Springs. This involves designing brand elements such as logos for Downtown, the Community Redevelopment Agency (CRA) downtown organizations, various City departments/materials, and both current and prospective special events (e.g., First Friday, There's Snow Place Like Tarpon Springs, Wine Walk, etc.). The Evaluation Committee evaluated eighteen (18) submissions based on predefined evaluation criteria. From this pool, five (5) top-ranked firms were shortlisted: 1) 365° Total Marketing; 2) Maris, West & Baker; 3) MD Marketing & Consulting INC; 4) Schifino Lee; and 5) WeUsThem, Inc. (withdrew from the selection process).

After evaluating the presentations of the remaining four firms, the committee recommended 365° Total Marketing. The firm met all required qualifications, demonstrated a strong grasp of the project's scope and purpose, presented a distinctive approach to community engagement, responded thoroughly to the RFP, and conveyed genuine enthusiasm for the project and for collaborating with the Tarpon Springs community (see attached memo).

Funding

Funding to be shared between the CRA and the General Fund. CRA: 154-1682-559.6300 \$
General Fund: 001-8802-519.6300 \$

Strategic Plan Objective

Goal C.2: SMART growth and redevelopment that incorporates historic community characteristics

Tabulation of Submittals
For
RFP No. 250071-P-JL
BRANDING & MARKETING PROFESSIONAL SERVICES
February 7, 2025 @ 3:00 p.m.

FIRMS	RANKING COST PROPOSAL
Great Southern Publishers, Inc. d/b/a 365 Degree Total Marketing Saint Simons Island, GA	95 \$66,990
Schifino Lee Tampa, FL	91 \$74,750
MD Marketing Consultant Lauderhill, FL	83 \$63,450
Maris, West, & Baker Inc. Jackson, MS	71 \$63,900

Plan holders: 107 Responses: 18 Shortlist: 4

Bids from the companies listed herein are the only bids received timely as of the above opening date and time. All other bids submitted in response to this Bid, if any, are hereby rejected as late.



MEMORANDUM

To: Community Redevelopment Agency (CRA) & Honorable Mayor and Board of Commissioners

From: Allie Keen, Principal Planner

Through: Charles Rudd, City Manager
Karen Lemmons, Economic Development Manager
Janina Lewis, Procurement Services Director

Date: May 27, 2025, Regular Session

Subject: **Recommendation for Award of Request for Proposals (RFP) No. 250071-P-JL, Branding & Marketing Services**

Background:

Recommendation for Award of Request for Proposals (RFP) No. 250071-P-JL, Branding & Marketing Services, Great Southern Publishers, d/b/a 365° Total Marketing, in the amount of \$66,990, for reasons stated in the background, for Citywide usage.

The City issued a request for proposals for a Branding & Marketing Professional Services Firm to assist the City in creating a Brand Identity/Platform and to identify a clear marketing strategy and plan for Tarpon Springs. The scope of work requires:

- Developing a Brand for Tarpon Springs' Downtown that includes creating a brand platform from which marketing efforts can develop. Brand elements will include logos for downtown, the CRA, downtown organizations, city departments/materials and current and potential special events (such as First Friday, There's Snow Place like Tarpon Springs, Wine Walk, etc.). Brand elements include fonts, color palette, and design features/icons. The consultant will also be responsible for providing examples of brand extensions such as pole banners (i.e. "Welcome to Downtown Tarpon Springs" and "Downtown Tarpon Springs, tag line), wayfinding, district entry features/signs, event posters, website templates, letterhead, business cards, etc.
- Developing a Marketing Plan with long and short term strategic and tactical recommendations for promoting the Downtown and solidifying the brand and delivering the message of the brand promise to the residents, businesses and visitors of Tarpon Springs. The marketing plan will include summer vacationer, snowbird, and year-around campaigns and website enhancements to promote Tarpon Springs and all it has to offer.

**Review & Scoring:**

A total of eighteen (18) firms submitted proposals to the RFP. An evaluation committee of four individuals reviewed and scored the proposals. Of the eighteen submittals, the review committee shortlisted the top 5 highest ranked firms to presentation/oral interviews:

1. 365° Total Marketing
2. Maris, West & Baker
3. MD Marketing & Consulting INC
4. Schifino Lee
5. WeUsThem Inc. (*withdrew from the selection process*)

Scoring was not cumulative, and all scores were reset to zero for the second evaluation by the committee.

After evaluating the presentations of the remaining four firms, the committee recommended 365° Total Marketing. The firm met all required qualifications, demonstrated a strong grasp of the project's scope and purpose, presented a distinctive approach to community engagement, responded thoroughly to the RFP, and conveyed genuine enthusiasm for the project and for collaborating with the Tarpon Springs community.

Timeline:

The project is expected to take approximately 6-9 months to complete.

Funding:

The proposed pricing is \$66,990.00 from the recommended vendor.

CRA: 154-1682-559.6300	\$30,145
General Fund: 001-8802-519.6300	\$36,845

**FORGET THE
ORDINARY**



Dare to be

EXTRA extraordinary



TOTAL MARKETING
Beyond Full Circle Marketing

Marketing Services

Proposal for City of Tarpon Springs ~

Branding & Marketing

RFP No. 250071-P-JL

February 2025

**Proposer: Great Southern Publishers Inc
dba 365° Total Marketing**

**Proposer Address: 153 Follin Lane,
St. Simons Island, GA 31522**

Phone: 800-697-5568



Section 3: Proposal Requirements

Tab 1: Executive Summary

Tab 2: Qualifications

Tab 3: Past Performance & References

Tab 4: Project Team

Tab 5: Cost

Tab 6: Understanding of Project & Project Requirements

Tab 7: City Forms

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Tab 1: Executive Summary



Executive Summary and Letter of Interest

Great Southern Publishers, Inc.
DBA/365° Total Marketing
153 Follins Lane
St. Simons Island, GA 31522
www.365degreetotalmarketing.com

Points of Contact:

Brian Schachter
brian@365degreetotalmarketing.com
561.291.7094 (mobile)
800.697.5568 (office phone)

Linda Mosley
linda@365degreetotalmarketing.com
912.399.0781 (mobile)
800.697.5568 (office phone)

To Tarpon Springs RFP Review Committee,

365° Total Marketing is excited and honored to submit this bid to the City of Tarpon Springs for the Branding and Marketing Services for the promotion of Tarpon Springs to include: marketing programs, brand development, creative, media planning and placement, promotions, and sponsorship opportunities while creating ROI reports and analysis.

Our national, award-winning team consists of more than 30 professionals with extensive destination marketing, interactive and branding experience. Six of our staff members have been executives with municipalities, convention and visitors' bureaus, chambers and economic development authorities, so we have a unique professional perspective. Our writers are degreed journalists trained as researchers and our creative staff consists of six award-winning designers. Our digital team stays on the cutting edge of technology with new innovations. Our staff has an average tenure with 365° of more than 10 years. We do not subcontract out our services because it is vital to the success of any project to have internal quality control and consistent team members who are fully trained and skilled in collaboration.

Our corporation is 35 years strong, providing full-service marketing solutions from concept to completion. We truly go five degrees beyond full circle marketing and provide the advantage of knowing destination marketing. This allows us to offer City of Tarpon Springs a focused tourism marketing plan for Tarpon Springs with a consistent brand and marketing campaigns that will establish your community as a year-round destination and highlighting all Tarpon Springs has to offer.

It is our philosophy that good research transcends political factions and personal opinion which is essential in creating a successful brand image and marketing strategy for any organization. We will use research to determine how to build both seasonal and year-round business for Tarpon Springs.

365° Total Marketing is proud to share that our clients have won national and international awards in every division of our company (Branding, Print Media, Videos and Websites) within the past five years alone. We look forward to creating an award-winning brand and strategic marketing plan for the City of Tarpon Springs in 2025. Thank you for this opportunity.

Sincerely,

Brian Schachter & Team

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Part 1 - Company Profile & Background

Our marketing firm is well known and respected for **35 years of outstanding service**. We truly offer 365° marketing, which means **we go beyond full circle for you**. We work in partnership with many successful communities all over the Southeast.

Our clients are no strangers to the spotlight. Many **have won national and international awards** through partnerships with our team on projects including **branding, print media, video, and websites**. But more importantly, they get results from partnering with us.

We have an outstanding group of creative professionals on our team. We will serve as your team – your writers, designers, programmers, publishers, photographers, videographers, personal cheerleaders – from concept to completion.

We look forward to producing an award-winning brand and strategic marketing campaign for **City of Tarpon Springs**.



RFP No. 250071-P-JL

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Our Products & Services

*“From Concept
to Completion”*

- Marketing Assessment
- Brand Creation
- Brand Integration
- Strategic Market Plans
- Award-Winning Photography
- Tradeshow Integration
- Marketing Collateral
- Public Relations
- Tagline Creation
- Ad Designs
- Branding Messaging
- Campaign Creation
- Campaign Execution
- Writing/Editing/Proofing
- Search Engine Optimization
- Visitors Guides
- Local Project Management
- Visitors Maps (printed, online)
- Advertising Specialties
- Corporate Apparel
- Social Media Planning
- Social Media Execution
- Digital Marketing Analytics
- App Design & Development
- Website Design and Development
- Website Support
- Video Production
- Online Publications
- Website Analytics & Analysis
- Interactive Maps

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Tab 2: Qualifications



Overall Philosophy & Qualifications

Market Messaging: We have a phenomenal team of researchers, writers, and strategists who passionately write the marketing messages. Each member of the team loves research and enjoys learning. They will research the words they use to describe Tarpon Springs to the point of finding out how many searches there are on Google (83% of all searches) for each descriptive or attraction type and will emphasize the phrases that work best for Tarpon Springs' Strategic Marketing Plan in this digital world.

Team Brainstorming: Our entire team takes the data gathered in the research phase and brainstorms creative marketing messaging. We meet as a team to discuss the results, the key words we want to take forward, and fun, creative ideas for implementing the brand messaging. All six of our designers are in this meeting and we will have fun discussing all the assets of Tarpon Springs, from the rich culture, history, arts, festivals, and events. After we brainstorm creative ideas, we will discuss how each campaign could be tailored to the various markets: Summer travelers, snowbirds and locals. Some of the campaigns will naturally offer the creative flexibility to have visual brand consistency and yet the ability to customize the message to the various target markets. Those are the campaigns we will design for presentation.

Subliminal Messaging: Our team leader taught psychology at Clayton State University and is trained in marketing psychology, destination marketing, and meeting facilitation. Linda Mosley will work with the 365° team, the key partners, community leaders and your travel market to determine the personality and vibe of tourism for Tarpon Springs that needs to be communicated. We use your colors and the feedback to determine how to design the marketing campaigns. We will also subtly address any business challenges at this phase to ensure we are incorporating creative solutions.

Design of Marketing Campaigns: We utilize our entire creative team on the designs to get various styles and flavors, thus ensuring the essence of the Tarpon Springs brand is captured perfectly. Every campaign we present will include the pros and cons in relation to the target audiences, the emotions, and calls to action that will be evoked. This ensures we have considered every element included in the marketing campaigns.

Testing and Presentation: Once the marketing campaign ideas are created, we test them internally on our marketing staff, test them externally (informally) on the target market(s). Then we will present them to the Tarpon springs Strategic Plan team. After consensus, we take each of the marketing campaigns to the next level, creating a marketing and communications strategy that will bring the Tarpon Springs Strategic Plan tourism message to life and we partner with you to significantly increase Tarpon springs' visitor impressions.



Qualifications: Market Research

Market Research, Discovery, Investigation & Analysis

Evaluation of current brand

(60 days)

Using **surveys, interviews, focus groups** and other evaluation mechanisms involving both stakeholders and non-stakeholders, **we investigate the effectiveness and alignment of the brand in place before proposing a branding strategy.** We will research your marketing campaigns, special events and other promotions to provide recommendations to the City and assess the effectiveness of the current practices.

Key Milestones:

- Survey Development
- Distribution of Survey
- Target Audiences
 - Marketing professionals, residents, visitors and business leaders
- Redistribution of surveys to ensure statistically acceptable return
- Analysis of results

Determine groups involved in research

(30 days)

365° Total Marketing would enlist participation from both stakeholders and others in the research process through a variety of research instruments that may include surveys, focus groups, personal interviews, among others.

Key Milestones:

- Meetings with key stakeholders
- Confirm branding and marketing objectives and goals
- Finalize groups
- Discuss strategies to get the target audiences involved based on personalities and favored communication systems in the community



Qualifications: Market Research

Market Research, Discovery, Investigation & Analysis

Audit of existing materials

(60 days)

Our team believes that auditing existing materials is essential for positioning your community within its target market(s). We will take the messaging we gather and analyze those that are successful and those that have fallen short. We will use this data to **devise a brand for your community that is distinct** from competing communities, memorable, and delivers your community's message effectively to the target market(s).

Key Milestones:

- Meet with Strategic Partners to gather marketing materials
- Scan and analyze the various marketing messages
- Analyze any *verbal* overlaps or repetition and draw conclusions

Conduct Research

(90 days)

Key Milestones:

- Community Immersion
 - 2-3 days in Tarpon Springs talking to business leaders, taking photos of signage, building fronts, offices, attractions, etc.
- Conduct strategic analysis of demographics, business trends through internal community research with more than 50 data points to address the quality of life for residents & businesses
- SWOT & Psychological Profile with 20-25 key stakeholders
- Visitor Intercept (go to 3 hotels or attractions and interview 5-10 people)
- Community Survey – keep open for 60 days
- Analyze research
- Draw conclusions
- Transfer to strategic goals
- Transfer to messaging

Optional Research

- Present the City's brand to a focus group of up to 20 non-stakeholders
- Present the City's current brand to a focus group of stakeholders

Note: we recommend the optional research if you anticipate political issues with the re-branding

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Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications: Market Research

Market Research, Discovery, Investigation & Analysis

Develop a Brand Platform

(60 days)

The brand platform is the foundation for the community vision and strategy that is built on the research. Solid analytics and data are pulled forward into visions, messaging and the positioning statement. We use the psychological profile and community personality to add life and essence to the facts and data. Key decisions for future goals and actions can be simplified and focused by consistently returning to the community vision and brand platform. Once the major focus and platform are established, the visual and complete marketing messaging packages can be created. This ensures the maximum brand impact and consistency.

Key Milestones:

- Combine external and internal research results
- Identify the community's **unique** characteristics
- Identify Key Word descriptors
- Identify the community's identifying colors and shapes
- Describe the community's personality
- Describe the community's promise
- Describe the community's pillars and attributes
- Develop the community's value proposition(s)

Develop a Comprehensive Brand Story

(60 days)

What is your Brand Promise? A singular, crystal clear, one-sentence statement.

Creation of your Brand Story: A narrative of what Tarpon Springs stands for and why it matters.

Creation of your Brand Positioning Statement: A 25-100-word statement of the essence of your brand and why the brand was created.

Key Milestones:

- Develop a market positioning statement
- Write brand promise and create the brand "story"
- Create the 30-second elevator pitch
- Write mission statement, key words and/or phrases
- Write tagline/slogan
- Write the top five key marketing messages (e.g., education, healthcare, safety, parks and recreation, real estate/relocation, tourism)

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Qualifications: Communications Plan

Internal and External Communications Plan

This phase of the process is vital to the success of the tourism marketing brand for Tarpon Springs. Once the brand is completed, a long-term one-to-three-year implementation plan will be developed. Below find the format that we have found successful in developing a comprehensive plan that is easy to implement and use.

Phase I: Internal Communications Phase - (60 days)

Established Goal: To produce effective marketing & media buys for Tarpon Springs brand

Target Market: Internal City and Stakeholders Staff

Action Steps:

- Present brand at an unveiling
- Give staff a small branded gift (koozie, cup, key chain, t-shirt, etc.)
- Distribute decals that can brand laptops, briefcases...
- Create screen savers for IT department to place on all City computers
- Place logo and marketing materials on internal website
- Have contest and give prizes for the best use of the brand
- Logo'd shirts, uniforms, vehicle decals, etc....
- Create e-Signatures that can be customized for all staff
- Create corporate identity package (stationery, business cards, envelopes)

Phase II: External Communications Phase - (60 days)

Established Goal: To generate brand awareness and recognition from residents, visitors, and businesses outlined in developed marketing campaigns for Tarpon Springs.

Target Market: Newspaper, Media, and Regional Media Outlets

Action Steps:

- E-blasts, press releases
- Use the campaigns on all advertising and marketing
- Website updates
- Digital marketing implementation based on image campaigns
- Trade show attendance and sponsorship
- Community events

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Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications:

Brand Development & Execution

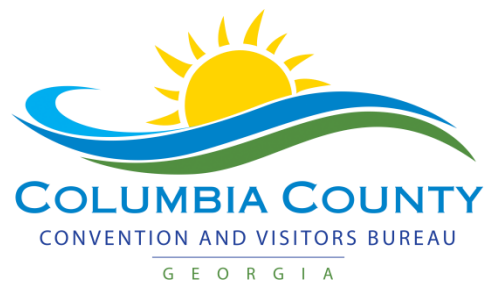
Establishing and Creating Visual Identity

This is where our design department beats any company in the nation. We have six full-time designers who have a variety of styles to ensure that we capture Tarpon Springs perfectly.

We will create up to 20 logos, test them on various markets and marketing professionals, and present Tarpon Spring with approximately 10 options.

After the assessment and updates to the logo, we take the process to the next level, creating three award-winning marketing campaign concepts that epitomize the goals of the community and bring the tagline/slogan to life.

Logo Development	(60 days)
Tagline Development	(30 days)
Brand Standard Guide	(30 days)
Imaging Campaigns	(90 days)
Corporate Identity Package	(30 days)





Qualifications: Brand Development & Execution

Establishing and Creating Visual Identity

Logo Development

(60 days)

- 30 logos by five designers
- Internal and external logo perception analysis
- Revisions made to final logo chosen

Examples of Logos from 365° Total Marketing:



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Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications: Brand Development & Execution

Establishing and Creating Visual Identity

Tagline Development

(30 days)

- Hold internal brainstorming meeting for tagline ideas
- Internal and external voting for favorites and best fits for Canton tourism
- Final chosen and incorporated into final logo design

Think *fresh!* Think *wild!* Think *franklin!*

We grow *everything* sweeter!™

**Where the World Lands
and Opportunities
Take Off**



Begin your adventure today!

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications: Brand Development & Execution

Establishing and Creating Visual Identity

Brand Standard Guide

(30 days)

- Develop color palettes, type fonts and logo standards
- Develop marketing campaign standards
- Develop printed and electronic style guide



Logo Colors

Pantone	Process	R G B	RGB Hex
Pantone 299c	C = 65 M = 2 Y = 0 K = 0	R = 65 G = 182 B = 230	#4166d0
Pantone 2385c	C = 83 M = 43 Y = 0 K = 2	R = 39 G = 116 B = 174	#2774ae
Pantone 526c	C = 66 M = 100 Y = 0 K = 0	R = 113 G = 47 B = 138	#76208a
Pantone 1345c	C = 0 M = 28 Y = 0 K = 0	R = 255 G = 191 B = 71	#ffb549
Pantone 1785c	C = 0 M = 93 Y = 13 K = 0	R = 255 G = 39 B = 55	#ff2737
Pantone 1797c	C = 0 M = 93 Y = 72 K = 6	R = 255 G = 51 B = 59	#fb333b
Pantone 7731c	C = 58 M = 1 Y = 93 K = 10	R = 107 G = 165 B = 57	#6b4519
Pantone 2119c	C = 97 M = 2 Y = 0 K = 11	R = 52 G = 228 B = 121	#343579
Pantone 656c	C = 10 M = 7 Y = 0 K = 0	R = 217 G = 217 B = 214	#d9d9d6
Pantone 7401c	C = 0 M = 12 Y = 39 K = 0	R = 255 G = 224 B = 166	#ffe0a6
PMS 665c	C = 19 M = 22 Y = 0 K = 0	R = 198 G = 188 B = 208	#c6bcd0

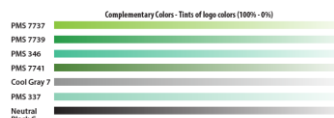


Note on colors: Due to the nature of Pantone inks, there is a slight variation in color between the true Pantone colors and the CMYK mix colors. Tints of the logo colors may be used as complementary colors.

Pantone	Process	R G B	RGB Hex
PMS 7737	C = 50 M = 80 Y = 0 K = 0	R = 27 G = 80 B = 7	#fb439
PMS 739	C = 81 M = 15 Y = 100 K = 2	R = 44 G = 154 B = 66	#2c9a42
PMS 346	C = 67 M = 0 Y = 55 K = 0	R = 77 G = 189 B = 148	#4dbd94
PMS 741	C = 71 M = 23 Y = 100 K = 18	R = 78 G = 131 B = 57	#4e8339
Cool Gray 7	C = 45 M = 37 Y = 37 K = 2	R = 147 G = 147 B = 147	#939393
PMS 337	C = 44 M = 0 Y = 35 K = 0	R = 143 G = 208 B = 182	#6fd0b6
Neutral Black C	C = 0 M = 0 Y = 0 K = 100	R = 35 G = 31 B = 32	#231f20

Pantone	Process	R G B	RGB Hex
Pantone 360c	C = 59 M = 0 Y = 100 K = 0	R = 116 G = 192 B = 68	#74c044
Pantone 7739c	C = 77 M = 15 Y = 100 K = 3	R = 62 G = 156 B = 70	#3e9c46
Pantone 349c	C = 90 M = 30 Y = 0 K = 30	R = 0 G = 104 B = 56	#006838
Pantone 290c	C = 27 M = 2 Y = 0 K = 0	R = 179 G = 224 B = 248	#b3e0f8
Pantone 279c	C = 71 M = 37 Y = 0 K = 0	R = 59 G = 142 B = 222	#3b8ede
Pantone 7687c	C = 100 M = 86 Y = 15 K = 3	R = 26 G = 66 B = 138	1a428a

Pantone	Process	R G B	RGB Hex
Pantone Black 6c	C = 100 M = 61 Y = 32 K = 96	R = 16 G = 24 B = 32	101820
Pantone Cool Gray 1c	C = 10 M = 7 Y = 5 K = 0	R = 217 G = 217 B = 214	#d9d9d6
Pantone 7401c	C = 0 M = 12 Y = 39 K = 0	R = 255 G = 224 B = 166	#ffe0a6
PMS 665c	C = 19 M = 22 Y = 0 K = 0	R = 198 G = 188 B = 208	#c6bcd0



Additional Complementary Colors			
PMS 771c	C = 0 M = 6 Y = 25 K = 0	R = 255 G = 237 B = 197	#ffeb5
PMS 656c	C = 8 M = 2 Y = 0 K = 0	R = 231 G = 240 B = 250	#e7f0fa
PMS 353c	C = 32 M = 0 Y = 38 K = 0	R = 232 G = 238 B = 174	#e8edd
Warm Gray 1	C = 3 M = 9 Y = 3 K = 5	R = 231 G = 229 B = 229	#e7e6e5

Pantone	Process	R G B	RGB Hex
Pantone 656c	C = 12 M = 0 Y = 0 K = 0	R = 220 G = 242 B = 253	#dcd2d
Pantone 7541c	C = 10 M = 5 Y = 5 K = 0	R = 217 G = 225 B = 226	#e2e7ea
Pantone 7499c	C = 0 M = 5 Y = 25 K = 0	R = 255 G = 239 B = 198	#ffefc6
PMS 7436c	C = 5 M = 12 Y = 0 K = 0	R = 237 G = 223 B = 238	#eddee

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications: Brand Development & Execution

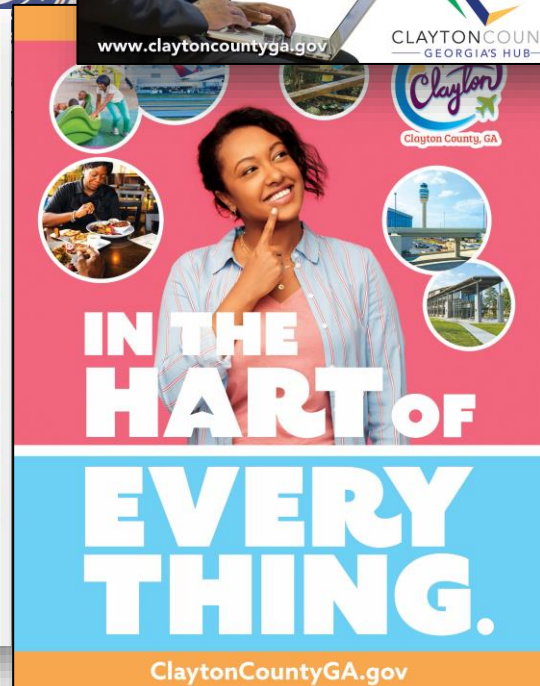
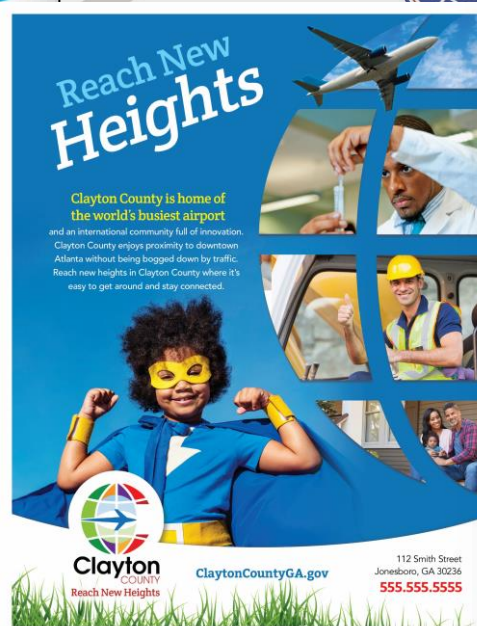
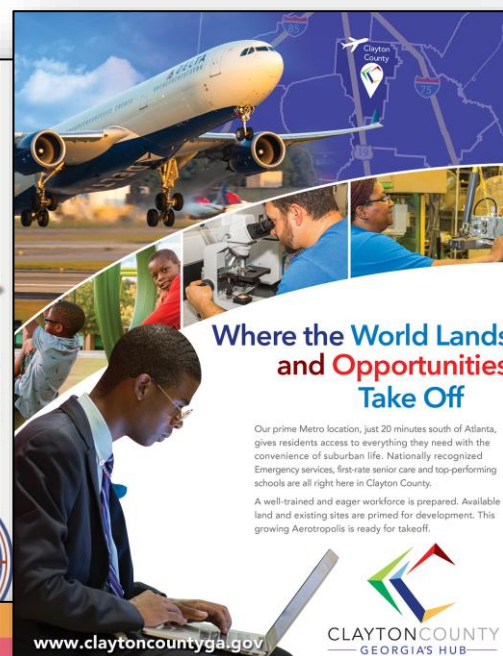
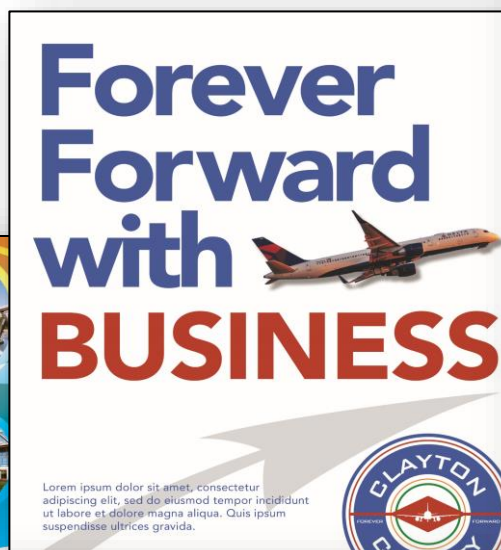
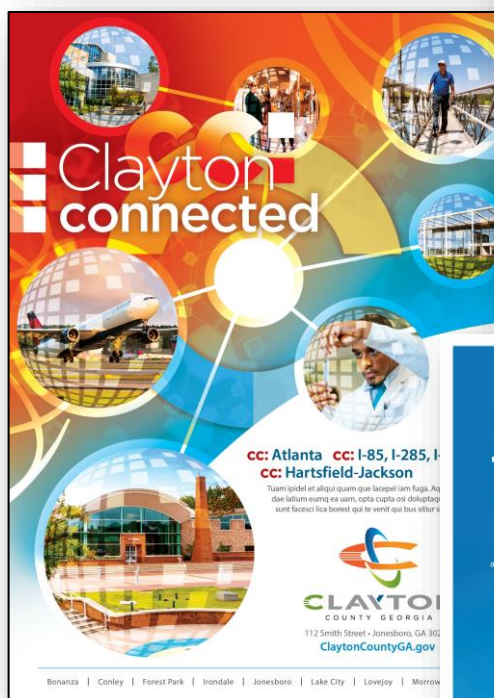
Establishing and Creating Visual Identity

Imaging Campaigns

(90 days)

- Develop 3 marketing campaigns (options based on SWOT research)
- Develop collateral templates based on branding
- Develop pros and cons / goals and strategies for each
- Internal and external logo perception analysis
- Final presentation

These examples are all campaigns presented to one client – Clayton County



RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications: Digital Marketing & Advertising

Approach to digital content marketing

establish your goals

- ▶ Build your business brand awareness
- ▶ Build audience engagement
- ▶ Drive online business & website traffic

target marketing

- ▶ Identify your target audiences (age, gender, interests, location, etc.)
- ▶ Identify the social media platforms that best reach those audiences

plan relevant content

- ▶ Research & develop relevant content for each audience & each platform
- ▶ Establish posting frequency per platform

create calendar-based strategies

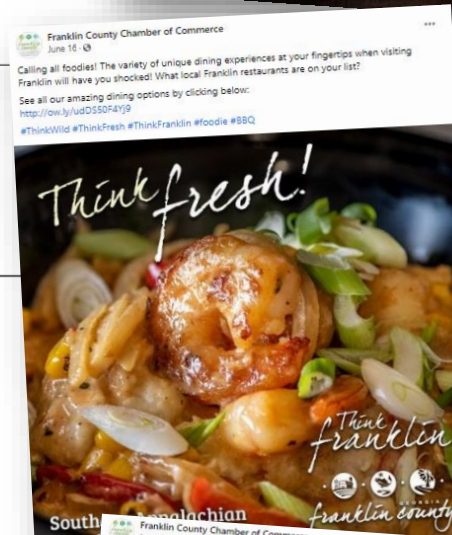
- ▶ Research & create monthly social media posting strategies
- ▶ Target specific audiences during months relevant to activity & interests
- ▶ Event & activity postings
- ▶ Promote specials & packages

write content

- ▶ Write memorable & engaging ad copy for each social media platform consistent with established themes, existing brand standards, & targeted audiences
- ▶ Include call-to-action to drive desired results

design content

- ▶ Capture authentic & engaging visual content including photography (drone & 360° photography)
- ▶ Produce social media optimized video for posts
- ▶ Design authentic posts based on the platform
- ▶ Incorporate animations & video to capture your audience's attention & encourage engagement



RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Qualifications: Content and Influencer Outreach

Approach to content marketing

post content

- ▶ Strategically schedule the posts for optimal results
- ▶ Publish to platforms with your target audience reach
- ▶ Verify post accuracy & success
- ▶ Boost and sponsor posts for deeper target market penetration and reach

audience engagement

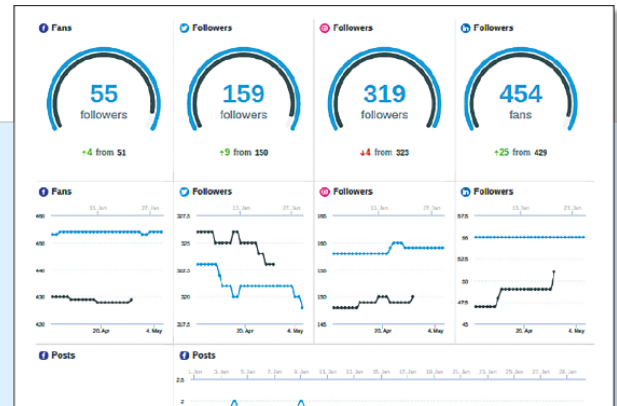
- ▶ Engage with potential visitors/customers and other relevant users on a daily basis to cultivate a social following
- ▶ Share posts with relevant groups, respond to comments, compose professional responses to all comments
- ▶ Tag relevant accounts to generate engagement

analyze results

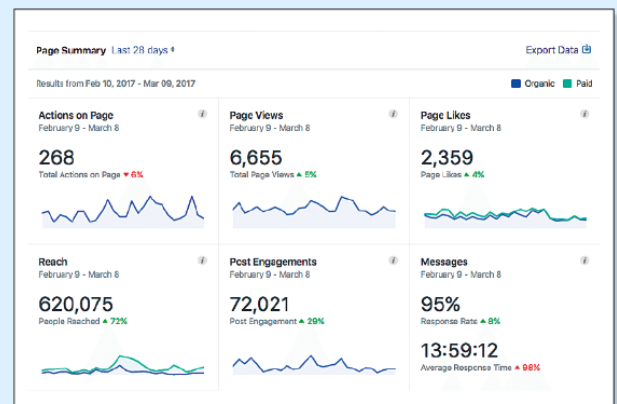
- ▶ Generate analytics to determine posting success
- ▶ Review impressions & reach
- ▶ Analyze engagement rates
- ▶ Link clicks (click-throughs)
- ▶ Note video views
- ▶ Study analytics & draw conclusions
- ▶ Track follower growth

re-target & re-strategize

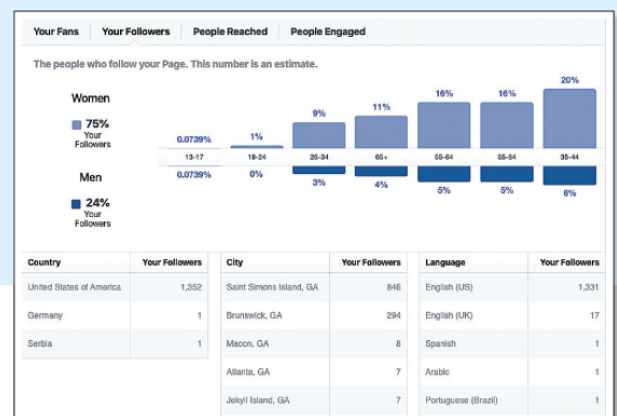
- ▶ Use analytics to re-target audiences based on successful engagement rates
- ▶ Optimize ad designs based on click-through engagement success



▲ Social Media Reports



▲ Facebook Page Insights



▲ Facebook Follower Insights

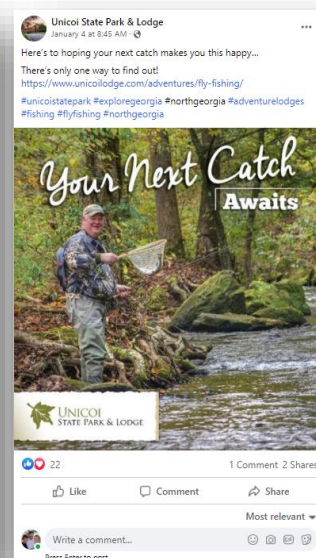
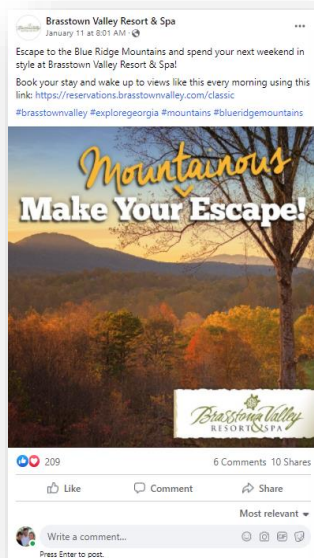


Qualifications: Digital Marketing & Advertising Examples

Examples based on defined marketing campaigns



Social Media Posts – Georgia State Parks



RFP No. 250071-P-JL

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Qualifications: Performance Measurement & Reporting

Example of Social Media Digital Marketing Campaign

August Facebook Snapshot Summary

Reach		74,708
Total Impressions		204,876
Post Engagements		1,413
Shares		19
Link Clicks		1,271

MGCAA
Average Link Click-Through rate:
1.10%
Industry Standard: 1.20%
MGCAA ERR:
1.86%
Average Cost Per Click:
Industry Standard: \$0.79
\$0.27

August

Total Paid Impressions		61,637
Clicks		674
Avg Click-Through Rate		1.09%

Paid engagement rate: **1.09%**

MGCAA MTM		
	July	August
Reach	50,866	74,708
Impressions	112,079	204,876
Post Engagements	21,523	1,413
Shares	80	19
Link Clicks	1,294	1,271
CTR Link	1.17%	1.10%
ERR	52.88%	1.86%
CPC	\$0.18	\$0.27
Headstart FB	191	229
Headstart Insta	6	6
Middle GA FB	2,304	2,337

LinkedIn	July	August
Impressions	40,812	61,637
Clicks	633	674
CTR	1.55%	1.09%
ERR	1.55%	1.09%



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Photography & Videography

Bring your success into focus with professional photography and video from 365° Total Marketing. Our state-of-the-art equipment, team of experienced photographers, videographers and photo editors, and our creative eye will help you capture the best of your community.

Our staff includes three photographers/videographers and a script writer who offer the following:

- Two (2) Drone Pilots
- Photography and Videography
- Photo and Video Editing
- 4K Video Capable
- Script Writing & Storyboarding
- Multi-Screen Production
- Voiceovers
- Model Coordination
- Schedule Coordination & Site Contacts
- Special Effects
- 3-D Animation
- Lower Third Call Outs
- Closed Captioning
- Slow Motion
- Time Lapse
- and more

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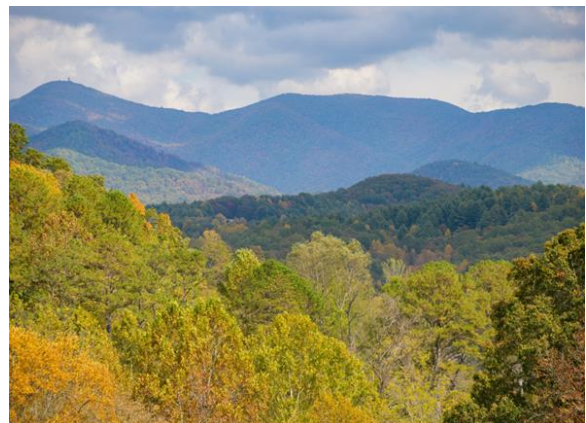
Qualifications Content Creation– Video & Photography



Coral Hospitality
Video Marketing



Various Photography from 365° Total Marketing



RFP No. 250071-P-JL

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Tab 3: Past Performance & References



Performance Example – Branding & Marketing Project

Georgia State Parks/Coral Hospitality



Key Challenges

Key challenges facing the Georgia State Parks/Coral Hospitality:

Georgia State Parks/Coral Hospitality were seeking to increase profitability and visitor loyalty at their properties with lodging. To do this, they needed to change public perception from being an ordinary state park day-trip experience for picnicking and hiking to being an unforgettable overnight vacation.

Critical Insight

Upon thorough research, we developed this critical insight:

To reach millennials, who spend approximately \$200 billion a year on travel, the state parks needed to package an entire vacation experience for the public, much like a cruise line packages an entire vacation for its passengers.

SWOT Takeaways:

Strengths: Multiple activities available

Opportunity: Reach millennials (200 B), Package multiple experiences that will take more than one day

Project Relevancy & Details

Relevant work with Lodging Offerings within GA State Parks:

Contract Term with Coral Hospitality – 2015 to Present – case study projects 2015 to 2020 – Coral Hospitality has an active agency contract to date

365° Total Marketing Project Management Team: Linda Mosely, Teresa Greer, Stephen Hefner, Meg Taylor, Heath Slapikas, Katherine Dean, Angie Busby

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Performance Example – Branding & Marketing Project

A brand was born:

The State Parks with lodging were branded as **“Adventure Lodges of Georgia.”** The brand captures the essence of places where families, corporate groups, and daredevils alike discover extraordinary parks and excitement through such activities as zip lining, archery, survival camping, and more.

A tagline was developed that serves as a descriptor and a call to action: **“Begin your adventure today!”**



Begin your adventure today!

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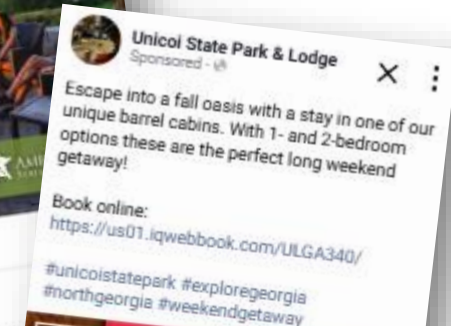
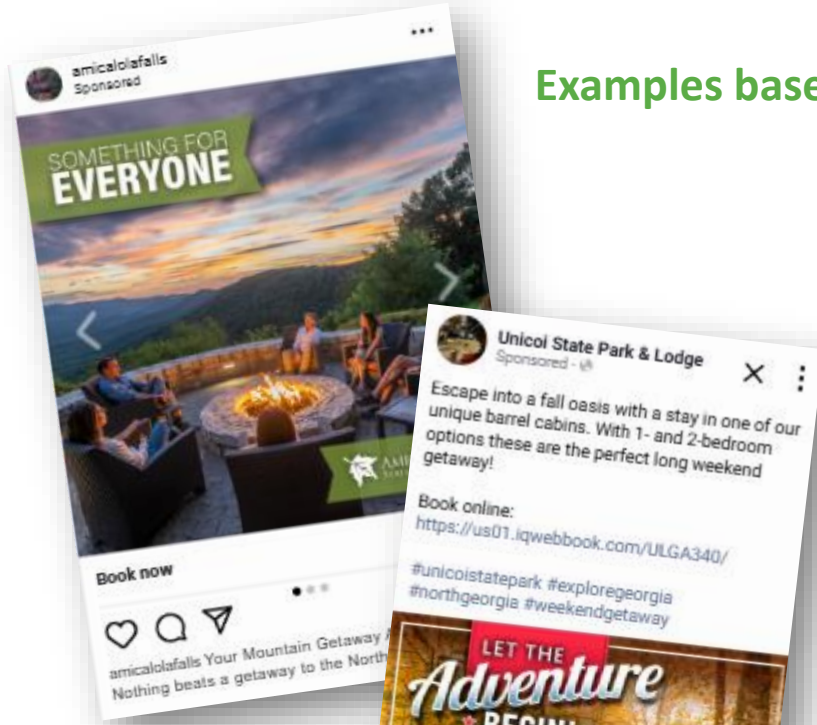


Performance Example – Branding & Marketing Project

Georgia State Parks/Coral Hospitality

Marketing Materials – social media posts and ads

Examples based on defined marketing campaigns



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Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Performance Example – Branding & Marketing Project - Reporting

RESULTS!!! TRACKING & MEASUREMENT

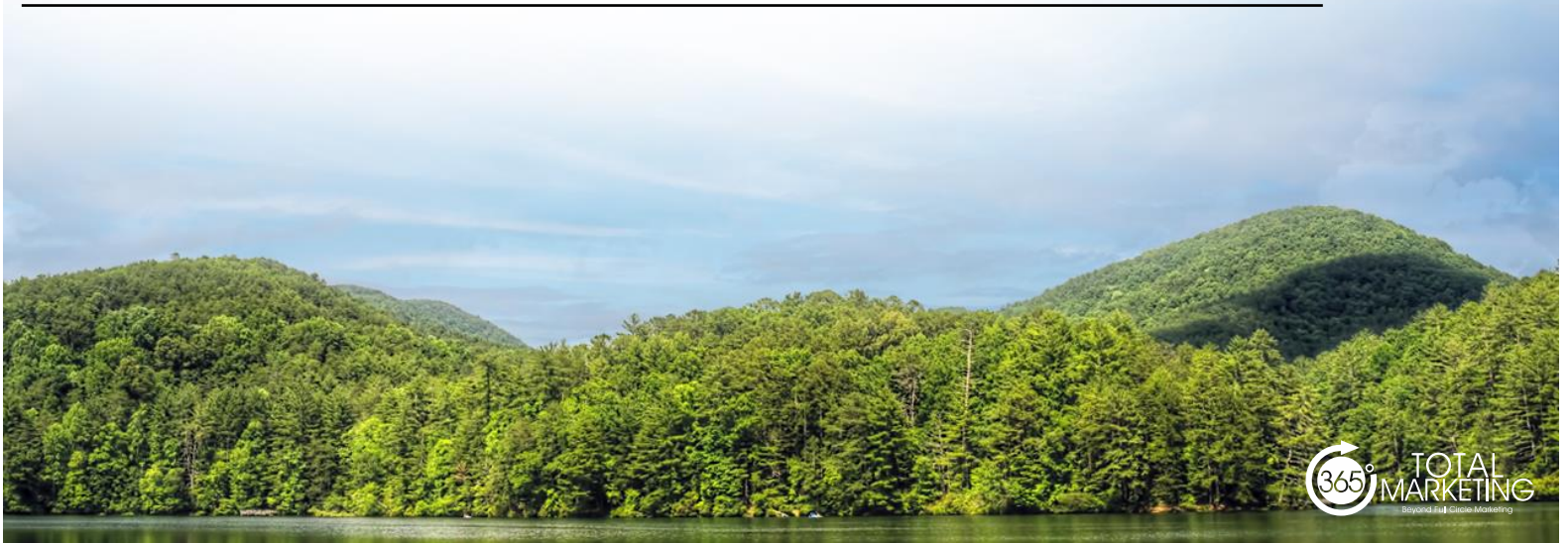
Note: At just \$100 per night average the proven return is over \$1,346,300

Or \$1,250,000 profit over investment

YTD TOTALS JULY 2022 – JUNE 2023

FY 2022-2023

Reach		4,470,732
Impressions		17,826,705
Link Clicks		151,902
Click-Through Rate (All)		2.74% avg*
Total Spend		\$95,177.91
Conversions		13,463



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Performance Example – Branding & Marketing Project

RESULTS!!! TRACKING & MEASUREMENT

JUL 21 – JUN 22	Ad Spend	Bookings	Rev/Booking	Rm Rev
Amicalola Falls Lodge	\$21,028.85	2,198	\$377.01	\$828,667.98
Brasstown Valley Resort	\$21,617.54	3,877	\$436.90	\$1,693,861.30
Lake Blackshear Resort	\$11,645.25	2,294	\$333.03	\$763,970.82
Little Ocmulgee Lodge	\$19,983.71	1,383	\$229.39	\$317,246.37
Unicoi Lodge	\$20,902.56	3,711	\$315.03	\$1,169,076.33
TOTAL	\$95,177.91	13,463	\$343.13	\$4,772,822.80



FY 2022-2023 Activities

- 27 Blog Posts
- 162 Videos
- 108 Ads across all channels
- 432 SM Posts

Next Steps (FY 2023-2024)

- 27 New Blog Posts
- 153 New Videos
- 102 ads across all channels
- 294 SM Posts

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Performance Example – Branding & Marketing Project

Clayton County Branding Marketing



Key Challenges

Key challenges facing the Clayton County brand:

Clayton County, just south of Atlanta, Georgia and the home to the busiest airport in the world, Hartsfield-Jackson Atlanta International Airport, needed a brand that would shine a light on the county's stellar location, young, diverse and educated population, and affordable cost of living while changing the outdated perceptions of high crime and a poor education system.

Critical Insight

Through key stakeholder meetings, in-depth market research, competitive analysis comparing 4 communities (100+ data points), as well as a SWOT analysis and psychological community profile, executive interviews, community surveys our team understood the opportunity was to reengage the community in the great assets of the city and what it is a great place to live, work and play.

SWOT Takeaways:

Strengths: Stellar Location and proximity to airport, transportation easily accessible, affordable cost of living

Opportunity: Overcoming outdated perceptions of high crime and poor education system, develop a brand which engages the community

Project Relevancy & Details

Relevant work with brand marketing Campaigns for government entities:

Contract Term with Clayton County– 2019 to Present – Comprehensive image branding campaign for Clayton County Government which was implemented across all departments within county government

365° Total Marketing Project Management Team: Linda Mosely, Teresa Greer, Stephen Hefner, Meg Taylor, Heath Slapikas, Katherine Dean

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Performance Example – Branding & Marketing Project

Clayton County, Georgia Primary Logo and Tagline



Where the World Lands
and Opportunities
Take Off

Secondary Logos for Departments & Agencies



RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Performance Example – Branding & Marketing Project



Clayton County, Georgia

FOR IMMEDIATE RELEASE

**Clayton County incentives, quality of life, low costs
make it a top-notch location for doing business**

(Clayton County, Ga.) – Location, low costs, incentives, and a reliable and ready workforce make Clayton County an attractive place to conduct business.

Clayton County boasts reasonable tax rates, a cost of living among the lowest in Metro Atlanta and is just minutes from downtown Atlanta. It is home to Hartsfield-Jackson Atlanta International Airport, more than a dozen interstate highways, and its location ideal for companies looking to expand.

Clayton County is a Tier 1 County. Companies can qualify for a \$3,500 credit for access to the Georgia Business Development Tax Credit, property tax incentives, and the Foreign Trade Zone incentive. Clayton County is simple and inexpensive to do business in.

"We offer a myriad of options for companies looking to expand," said Jefferey Turner, chairman of Clayton County and welcome to one of the most business-friendly counties in Georgia.

Georgia has also been ranked as one of the lowest corporate tax rates in the country. Clayton County offers the highest quality of life, combined with an exceptional workforce, alongside access to some of the best education in the country. Clayton County is well positioned for growth in industry, agriculture, parks, and recreation.

There are several sites ready for development of any type of operation. To learn more about doing business in Clayton County, go to www.ClaytonCountyGA.gov

FOR IMMEDIATE RELEASE

NEWS RELEASE

**Clayton parks awarded, combine with arts
and culture to create unmatched quality of life**

(Clayton County, Ga.) – Clayton County's Parks and Recreation Department was once again recognized for excellence in 2021, adding to the growing list of award-winning arts, cultural experiences, greenspaces, and recreation opportunities that create a quality of life in Clayton County unmatched in Metro Atlanta.

Clayton County Parks and Recreation earned the 2021 District 4 Agency of the Year award in October at the Georgia Recreation and Parks Association annual banquet. District 4 includes Clayton County and 26 nearby counties. Several other individuals and events were also awarded at the banquet.

"This award is a reminder of the stellar recreational opportunities we have here in Clayton County," said Trey Hodges, Clayton County Parks and Recreation Director. "We are so proud of all of our award winners and the work we do every day to contribute to the quality of life in Clayton County."

Also awarded was Susan Butler as Outstanding Administration Support Staff, Ralph Turner as Outstanding Parks Maintenance Support Staff, and Charlton Bivins as the Volunteer of the Year. The department's virtual visits were awarded as the Outstanding Program of the year and July "Is" Wet & Wild was awarded as the Outstanding Special Event.

Clayton County Parks and Recreation is also one of only 10 parks and recreation agencies in Georgia and just 193 nationwide to be accredited by the Commission for Accreditation of Park and Recreation Agencies. The Clayton County parks system includes a network of parks, trails, and recreation centers that offer people of all ages opportunities for relaxation, exercise, and outdoor recreation.

Clayton County is also home to thriving cultural and arts scene. Spivey Hall, the renowned performance arts venue on campus at Clayton State University, boasts a 400-seat recital hall known for its perfect acoustics and exceptional programming. The theater attracts some of the world's finest performers. It, along with the Clayton County Schools' Performing Arts Center, an 1,800-seat, high-tech facility, provide Clayton County residents and visitors ample opportunities for new and exciting cultural experiences. Arts Clayton, a public art gallery, has been a hub for visual arts in Clayton County since 1986 and complements a host of museums and historical places. Clayton County is also home to the Georgia Archives and the National Archives at Atlanta.

####

Clayton County Government
February 21 · 🌐

Pro Tip: Clayton County has all the amenities of Atlanta but with plenty of open space to explore. The 146-acre Reynolds Nature Preserve, a Georgia Audubon Society Wildlife Sanctuary, is in the heart of Clayton County, preserved in its native state and features more than three miles of hiking trails. Explore the highest ridges in the county, watch the wildlife, and learn about the history of the county on the grounds of a former farm dating back to 1867.

See the Rosalynn Carter Butterfly Trail while you're there. Clayton County is where the world lands, and where exploration takes off. Learn more here.

Learn more:
<http://www.claytonparks.com/reynolds-nature-preserve/>
#Claytonconnected #ClaytonCountyGA



Clayton County Government
March 14 · 🌐

Did you know Clayton County Police Department periodically hosts Citizen's Police Academy, a 10-week course designed to provide residents firsthand knowledge of police responsibilities and operations? It is also a chance for the police department to better educate the community on its crime-fighting efforts and to build better relationships with the community. Learn more here.

Learn more: www.claytonpolice.com
#Claytonconnected #ClaytonCountyGA



Example of your text ad at 300x250

Clayton County, GA

Clayton County, GA

Perfect for companies that need
access to global markets

OPEN

Example of your native ad at 300x250



Where the World Lands and
Opportunities Take off

Clayton County, GA

Open >

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



Performance Example – Branding & Marketing Project

Clayton County, Georgia – ROI for Marketing Campaign
Recognition by the Public Relations Society of America



WINNER- 2022

**Public Relations Society of America (PSRA)
Georgia Reputation/Brand Management
Award of Excellence**

Summary

Claytoncountyga.gov Analytics
07/01/2021 - 12/31/2021



Sessions

1,263,694
1,327,693 -4.82%

Users

588,327
647,986 -9.21%

Pageviews

2,812,766
2,948,498 -4.60%

Pages / Session

2.23
2.22 0.23%

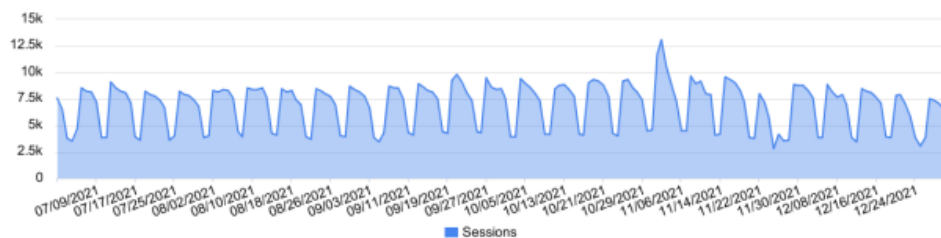
Bounce Rate

56.11%
58.60% -4.25%

Avg. Session Duration

00:02:18
00:02:21 -1.75%

Sessions



Sessions by user type



■ New Visitor - Sessions: 565,952 (44.79%) ■ Returning Visitor - Sessions: 697,742 (55.21%)

*Digital Media Google
Analytics Reporting
July 2020 to Dec 2021*

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Performance Example – Branding & Marketing Project

Clayton County, Georgia – ROI for Marketing Campaign July 2020 to December 2021 Google Analytics report

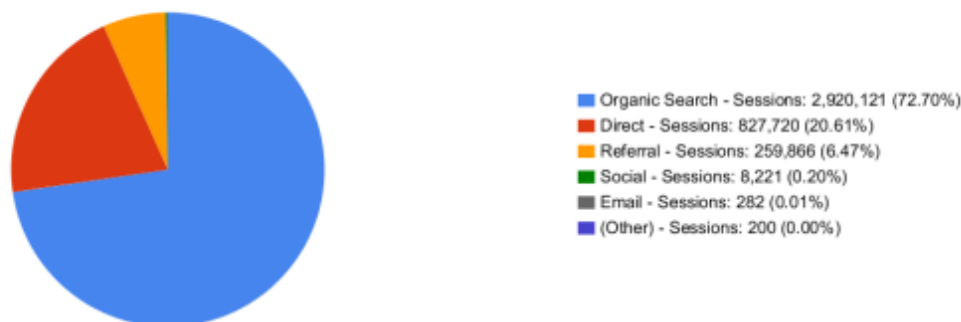
Channels and traffic sources

Claytoncountyga.gov Analytics

07/01/2020 - 12/31/2021



Channels



Digital Media
Google
Analytics
Reporting

Channels

Default Channel Grouping	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Search	2,920,121	41.91%	1,223,782	56.19%	2.28	00:02:36
Direct	827,720	65.85%	545,067	65.93%	2.13	00:01:35
Referral	259,866	30.01%	77,997	47.58%	2.36	00:02:19
Social	8,221	77.10%	6,338	72.21%	1.73	00:01:18
Email	282	63.12%	178	77.66%	1.56	00:01:33
(Other)	200	91.00%	182	83.00%	1.42	00:00:36

Source / Medium

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	2,677,222	42.16%	1,128,688	56.85%	2.25	00:02:34
(direct) / (none)	827,720	65.85%	545,067	65.93%	2.13	00:01:35
bing / organic	177,326	37.27%	66,084	49.76%	2.6	00:02:48
publicrecords.netronline.com / referral	59,976	36.77%	22,052	22.72%	2.92	00:02:18
claytonsheriff.com / referral	57,955	26.53%	15,378	44.11%	2.33	00:03:11
yahoo / organic	53,909	42.18%	22,739	45.76%	2.77	00:03:05
wiki.absolutehire.com / referral	16,323	11.76%	1,919	81.19%	1.35	00:02:15
publicaccess.claytoncountyga.gov / referral	13,797	5.58%	770	38.07%	3.05	00:02:25
maggarddev.spsecureserver.com / referral	12,482	14.19%	1,771	71.35%	1.77	00:01:44
duckduckgo / organic	10,417	54.50%	5,677	52.31%	2.39	00:02:29

RFP No. 250071-P-JL

Proposer: Great Southern Publishers Inc dba 365° Total Marketing



References

Coral Hospitality



Reference: Heath Carter
Coral Hospitality
770.696.9050
hcarter@coralhospitality.com
<https://www.amicalolafalls lodge.com>
Date of Contract: 2015 to Present

Project Details: Photography/videography, digital marketing, public relations, custom publishing, website development, branding, e-brochure, hosting, marketing materials

“Coral Hospitality has partnered with 365° Total Marketing for years to cultivate creative and impactful social and digital marketing campaigns in our Georgia parks resorts. Their content and imagery are top-notch. WE have been amazed at the increased we have seen in room conversion rates, and we continue to be impressed by the team’s creativity and professionalism.” - Heath



Reference: Tonya Powers
Franklin County Chamber/IBA
(706) 384-4659
tonya@franklin-county.com
www.franklin-county.com
Dates of contracts: 2017 to Present

Project Details: Website Development from concept to completion, AI Chatbot, Logo and Brand Creation, Photography, Videography, Marketing Materials and Monthly Website Hosting & Maintenance, App Development and Social Media Management.

“365 is one of the best decisions I have made for our county. From branding to our marketing plan to two complete websites, they always go above and beyond and allow me to continue working without worry about any details.”

- Tonya

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References



Reference:

Valerie Fuller
Clayton County Government
112 Smith Street, Jonesboro, GA, 30236
470-773-9792
Valerie.Fuller@claytoncountyga.gov
<https://Claytoncountyga.gov>

Project Details: Stakeholder's meetings, market research, state parks & historic sites comparisons, SWOT, psychological profile, executive interviews, state parks & historic sites surveys, branding, target audience perception surveys, marketing campaigns, marketing/communication strategy, internal/external communications plan, marketing materials, corporate identity package, photography, custom publishing, etc.

"365° Total Marketing is like an extension of my staff, I depend on them every week to help Richmond Hill shine. I am amazed at their ability to read my mind and projects to completion even when I have no time. " Valerie



Reference:

Ralph C. Staffins, III – Brunswick Golden Isles
Chamber of Commerce
1505 Richmond Street, Second Floor
Brunswick GA, 31520
(912) 265-0620
rstaffins@bgicoc.com

Project Details: Development of chamber's community guide, which includes all ad sales, editorial, content creation as well as feature stories for the guide. In addition, developed a Brunswick GI Chamber Membership Folder.

"365° Total Marketing's dedication to producing top-notch content and ensuring that their work is delivered flawlessly is truly commendable. Their work on our Chamber magazine, The Anchor, has been exceptional and of the highest quality. The team's commitment to providing outstanding service is evident in their attention to detail, responsiveness, and willingness to exceed our expectations. Thanks to 365° Total Marketing, we have the best-looking magazine in town!" – Ralph

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Tab 4: Project Team



Our Marketing Team Leaders



Linda Mosely, *CEO*

As CEO and co-founder of 365° Total Marketing, Linda Mosely oversees every client project, from concept to completion. Linda's background in marketing psychology proves extremely valuable when working with destination marketing for our partner communities. Linda is supported by an administrative team that ensures all project details are scheduled and completed with the utmost professionalism.



Meg Taylor, *Director of Production*

Meg Taylor works with all departments to ensure that our projects flow smoothly, and all deadlines are met. With a background in sales management, she was the Director of Sales for the Atlanta Airport CVB and managed more than \$50 million in sales each year. She was responsible for the initial branding of the CVB and two subsequent re-brands during her tenure. Starting with the Highpoint CVB in North Carolina, her tourism marketing experience is crucial in working with our destination marketing clients. With a degree in political science and history, she is a strategic thinker and uses that skill to define our client work scopes and the details that need to happen to deliver the quality that is truly five degrees beyond.



Thomas Schaefer, *Director of Interactive Technology*

Director of Interactive Technology Thomas Schaefer is responsible for managing projects, SEO, apps & website programming. After earning an MS in Computer Science, Thomas eagerly applies his passion for technology to his daily tasks. Digital Marketing Strategists Katherine Dean, Lindsey Benner and Elizabeth Cobb are key members of Thomas' team, leading our clients to best practices in the realms of social media and search engine optimization. Programmers Ken Brook and Oleh Doroshenko write meticulous code that ensures cross-platform compatibility and security.



Teresa Greer, *Director of Editorial & Research*

Teresa holds degrees in journalism and political science, earning her Bachelor's degree from Georgia State University. Her 40-year career includes writing and editing for newspapers, magazines and a nonprofit education association. Teresa has been with 365° Total Marketing for more than 20 years. She leads a team of three writers who have expertise in research, journalism, narrative and creative writing, website writing, blog writing, interpretive signage writing, and much more.



Stephen Hefner, *Creative Director*

Creative Director Stephen Hefner has been leading the award-winning creative team at 365° Total Marketing for 20 years. Stephen has more than 30 years of experience in graphic design and creative direction in publishing and marketing. He earned a degree in graphic design from the University of Georgia and worked for notable media companies including Mercor Media and The Travel Channel. Each member of his team of six designers has a showcase skill ranging from fine art to photography/videography to cartography.



Client Services & Project Management Q&A

Who will be assigned to your business?

Your 365° Total Marketing project manager.



Brian Schachter

brian@365degreetotalmarketing.com

561.291.7094

10542 Lake Vista Circle

Boca Raton, FL, 33498

Brian Schachter, a 10-year destination marketing expert, has a passion for helping destinations stand out and drive visitation from new audiences.

In his role as Director of Travel Brands with Travel Mindset (later acquired by Steller), Brian has taken the marketing direction of the company to another level. What started as a publisher of influencer and travel content for destinations has emerged into an award-winning travel app focused on the next generation of travelers. With his magic touch and hustle, Brian has expanded the company's portfolio to include major brands such as 5-Hour Energy and Under Armour, and larger tourism boards including Travel Nevada and Discover Puerto Rico.

Brian has collaborated with talented teams, pushing the boundaries of content creation and how audiences connect with their favorite brands in the travel and lifestyle space.



Our Marketing Team Roles & Responsibilities

While our entire team of more than 35 professionals works on the marketing/promotional outreach projects at some point, the main functions of the Key Partners are listed and our overall approach for organizing the team is below:

Linda Mosely, our branding and psychology expert, leads the external processes and initial meetings.

Angie Busby, Chief Experience Officer, will serve as the key point of contact at the corporate office, which will help to manage the project within the internal teams for the company. She is in constant communication with department directors to ensure the project is on schedule and well managed.

Meg Taylor, Director of Production, will ensure that the design, creative & production team workflow is planned, organized and deadlines are fulfilled. She will work with all partners to get relevant materials submitted on schedule.

Cindy Bailey, our project director, is a key player in the community meetings and serves as the presenter at certain milestones in the process. Cindy will establish virtual meetings that will include our graphics, editorial team, digital, video or media buying team so that the team working on those elements will be available and choices can be discussed real time.

Teresa Greer, our research director, is an experienced journalist who knows the best data sources in each category for destination research. She stays on top of travel trends to serve more than 100 clients who depend on integration of this knowledge into their media plans.

Stephen Hefner, and his creative team will take the conclusions drawn from the research and create color palettes and creative options. Once the creative is approved, we will develop an entire marketing campaign incorporating the goals and strategies.

Thomas Schaefer, our technology director, also integrates with the creative process to ensure that optimized key search words and phrases are incorporated into the vision, mission statement, messaging, positioning and branding statements. He is a research wizard and will tag each word and phrase with available analytics, allowing us to replace and optimize your marketing messages.

365° Total Marketing team will meet monthly with the strategic partners during the process to review the key milestones, metrics and reporting to ensure that the process is exceeding expectations.



Tab 5: Cost



Tarpon Springs Branding Cost

Research & Analysis

- ✓ Current Brand Assessment \$ 5,000
- ✓ SWOT & Psychological Profile \$ 7,500

Creating the Brand

- ✓ Brand Platform/Positioning Development \$ 5,000
- ✓ Brand Strategy Development \$ 5,000

Establishing & Creating Visual Identity

- ✓ Logo Development \$ 5,000
- ✓ Brand Identity Guide \$ 1,000
- ✓ Tagline Development \$ 3,500
- ✓ Image Campaigns (3 in total) \$ 10,000
- ✓ Corporate Identity Package \$ 1,000

Total: Research & Brand Strategy Development \$ 43,000

Digital Advertising & Marketing Plan

- ✓ Video Development \$ 9,995
- ✓ Photo Shoot(per day) *estimate 3 days* \$ 9,995
- ✓ Social Media Template Development \$ 4,000

Total for Digital Advertising & Marketing \$ 23,990

Ongoing Marketing Agency of Record **\$125/hour**

- ✓ Allocated Monthly Agency Hours (8hrs/10hrs/20hrs)
- ✓ Includes monthly reporting, administrative & operational ongoing outputs



Tarpon Springs Additional Branded Swag

*Pricing to be determined based on availability, quantity and availability

Apparel

- ✓ Premium 6-Panel Structured Cotton & Mesh Fabric Low Profile Cap with Snapback Closure



- ✓ Unisex 170 GSM Sunproof SPF 50+ Breathable Fishing Polo Shirt



Accessories

- ✓ 24 Oz. PolySure™ Inspire Water Bottle



- ✓ Floating Keychain





RFP No. 250071-P-JL
BRANDING & MARKETING PROFESSIONAL SERVICES
COST PROPOSAL/PRICING SUMMARY

Having become familiar with the scope of services and having reviewed the City's terms and conditions throughout this RFP and the sample contract, the undersigned proposes to complete execution of the services at the cost proposed herein. All costs submitted are ceiling rates inclusive of any fees associated with the services. The cost shall remain firm for the entirety of the project and resulting contract. Note: Supplemental Services, the City may have additional services that may be included in the project, this will not be included in the assigned points that are allotted for the Cost Proposal.

TASK #	DESCRIPTION JOB	CATEGORY	Hourly Rate Total	Hours	Total Cost
1	Current Brand Assessment	Research & Analysis	\$150.00	33.333	\$5,000
2	SWOT & Psychological Profile	Research & Analysis	\$150.00	50	\$7,500
3	Brand Platform/Positioning Development	Creating the Brand	\$150.00	33.333	\$5,000
4	Brand Strategy Development	Creating the Brand	\$150.00	33.333	\$5,000
5	Logo Development	Establishing & Creating Brand Identity	\$150.00	33.333	\$5,000
6	Brand Identity Guide	Establishing & Creating Brand Identity	\$150.00	0.666	\$1,000
7	Tagline Development	Establishing & Creating Brand Identity	\$150.00	23.333	\$3,500
8	Imagine Campaigns (3 in total)	Establishing & Creating Brand Identity	\$150.00	66.666	\$10,000
9	Corporate Identity Package	Establishing & Creating Brand Identity	\$150.00	0.666	\$1,000
10	Video Development – 1 minute video included	Digital Advertising & Marketing Plan	\$350.00	30	\$9,995
11	Photo Shoot(<i>estimated 3 days</i>) @ \$2,995 per	Digital Advertising & Marketing Plan	\$150.00	19.96	\$9,995
12	Social Media Campaign Development	Digital Advertising & Marketing Plan	\$150.00	26.666	\$4,000
RFP TOTAL	Total Fees (Used for Determining Points)			350	\$66,990
	Additional Add On Services				
Add on	<i>Ongoing Marketing Agency of Record</i>	<i>Agency Services</i>	<i>\$125.00</i>		<i>TBD</i>
Add on	<i>Additional Video Development</i>	<i>Digital Services</i>	<i>\$350.00</i>		<i>TBD</i>
Add on	<i>Additional Photo Shoots</i>	<i>Digital Services</i>	<i>\$175.00</i>		<i>TBD</i>
Add on	<i>Additional Digital Media Management – See pricing sheet</i>	<i>Digital Services</i>	<i>\$TBD</i>		<i>TBD</i>



Tab 6: Understanding of Project & Project Requirements



Tarpon Springs Estimated Production Timeline

Research & Analysis:

30-60 days

- ✓ Current Brand Assessment
- ✓ SWOT & Psychological Profile

Creating the Brand

60-90 days

- ✓ Brand Platform/Positioning Development
- ✓ Brand Strategy Development

Establishing & Creating Visual Identity

60-90 days

Logo Development

- ✓ Brand Identity Guide
- ✓ Tagline Development
- ✓ Image Campaigns (3 in total)
- ✓ Corporate Identity Package

Total Estimated Time Frame

120-180 days

Digital Advertising & Marketing Plan 60-90 days simultaneously

- ✓ Video Development
- ✓ Photo Shoot(per day)
- ✓ Social Media Template Development

****To be completed during Creating the Brand Stage**

Ongoing Marketing Agency of Record

TBD

- ✓ Allocated Monthly Agency Hours (8hrs/10hrs/20hrs)
- ✓ Includes monthly reporting, administrative & operational ongoing outputs



Tab 7: City Forms



Tab 7: City Forms

PROPOSAL FORMS

250071-P-JL, Branding & Marketing Professional Services

VENDOR INFORMATION SHEET

The information below is required to complete your proposal packet. Type or print only.

Company Name: Great Southern Publishers Inc dba 365° Total Marketing

Address 1: 153 Fellins Lane

Address 2: _____

City: Saint Simons Island

State: GA

Zip Code: 31522

Phone Number: 800-697-5568

Fax Number: _____

Project Contact: Angie Busby

e-mail address: angie@365degree-total-marketing.com

Remittance (Payment) Mailing Information

Address 1: 153 Fellins Lane

Address 2: _____

City: St. Simons Island State: Georgia

Zip Code: 31522

Phone Number: 800-697-5568

Fax Number: _____

Project Contact: Debbie Bergamine

e-mail address: _____

Federal Tax ID No.: 58-1604303

Tax ID Type: ☐ Federal Tax ID ☒ Social Security Number

1. The undersigned Proposer proposes and agrees, if this Proposal is accepted, to enter into an Agreement with City of Tarpon Springs to perform as specified and in accordance with the scope of services and the other terms and conditions of the Contract Documents.
2. This Proposal will remain subject to acceptance for 90 days after the day of Proposal opening.
3. In submitting this Proposal; Proposer represents, as more fully set forth in the Agreement, that:
 - (a) Proposer has examined and carefully studied the Proposal Documents and the following Addenda (receipt of all which is hereby acknowledged):

Date	Number	Date	Number
<u>2/4/25</u>	<u>250071-P-JL</u>	_____	_____
<u>2/4/25</u>	<u>Min. Insurance Requirements</u>	_____	_____
 - (b) Proposer is familiar with and is satisfied as to all federal, state and local Laws and Regulations that may affect furnishing of the Work.
 - (c) This Proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm or corporation and is not submitted in conformity with any



Tab 7: City Forms

agreement or rules of any group, association, organization or corporation; Proposer has not directly or indirectly induced or solicited any other Proposer to submit a false or sham Proposal; Proposer has not solicited or induced any person, firm or corporation to refrain from bidding; and Proposer has not sought by collusion to obtain for itself any advantage over any other Proposer or over City of Tarpon Springs.

4. Proposer will perform scope of services in accordance with the Proposal Documents for prices shown on the Pricing Summary submitted with the Proposal.

Proposer: Angela S. Busby (signature)



Tab 7: City Forms

AGREEMENT EXHIBIT CERTIFICATION

The CITY OF Tarpon Springs ("City"), a municipal corporation with principal offices located at 324 East Pine St, Tarpon Springs FL, 34689, and CONTRACTOR executing this document by and through its authorized agent

The following terms are hereby added to the original Agreement:

1. Scrutinized Companies

By execution of this Agreement, in accordance with the requirements of F.S. 287.135 and F.S. 215.473, Contractor certifies that Contractor is not participating in a boycott of Israel. Contractor further certifies that Contractor is not on the Scrutinized Companies that Boycott Israel list, not on the Scrutinized Companies with Activities in Sudan List, and not on the Scrutinized Companies with Activities in Iran Terrorism Sectors List, nor has Contractor been engaged in business operations in Syria. Subject to limited exceptions provided in state law, the City will not contract for the provision of goods or services with any scrutinized company referred to above. In accordance with Section 287.135, Florida Statutes as amended, a company is ineligible to, and may not, bid on, submit a proposal for, or enter into or renew a contract with any agency or local government entity for goods or services of:

1.1. Any amount if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a boycott of Israel; or

1.2. One million dollars or more if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company:

1.2.1. Is on the Scrutinized Companies with Activities in Sudan List of the Scrutinized Companies with Activities in Iran Terrorism Sectors List, created pursuant to Section 215.473, Florida Statutes; or

1.2.2. Is engaged in business operations in Syria.

1.3. Submitting a false certification, or being placed on a list created pursuant to Section 215.473, Florida Statutes relating to scrutinized active business operations in Iran after Contractor has submitted a certification, shall be deemed a material breach of contract. The City shall provide notice, in writing, to Contractor of the City's determination concerning the false certification. Contractor shall have five (5) days from receipt of notice to refute the false certification allegation. If such false certification is discovered during the active contract term, Contractor shall have ninety (90) days following receipt of the notice to respond in writing and demonstrate that the determination of false certification was made in error. If Contractor does not demonstrate that the City's determination of false certification was made in error then the City shall have the right to terminate the contract and seek civil remedies pursuant to Section 287.135, Florida Statutes, as amended from time to time.

2. E-Verify

As a condition precedent to entering into this Agreement, and in compliance with Section 448.095, Fla. Stat., Contractor and its subcontractors shall, register with and use the E-Verify system to verify work authorization status of all employees hired after January 1, 2021.

Tab 7: City Forms

Contractor shall require each of its subcontractors to provide Contractor with an affidavit stating that the subcontractor does not employ, contract with, or subcontract with an unauthorized alien. Contractor shall maintain a copy of the subcontractor's affidavit as part of and pursuant to the records retention requirements of this Agreement. City, Contractor, or any subcontractor/subconsultant who has a good faith belief that a person or entity with which it is contracting has knowingly violated Section 448.09(1), Fla. Stat. or the provisions of this section shall terminate the contract with the person or entity. City, upon good faith belief that a subcontractor knowingly violated the provisions of this section; but Contractor otherwise complied, shall promptly notify Contractor and Contractor shall immediately terminate the contract with the subcontractor. An agreement or contract terminated under the provisions of this section is not a breach of contract and may not be considered such. Any agreement or contract termination under the provisions of this section may be challenged pursuant to Section 448.095(2)(d), Fla. Stat. Contractor acknowledges that upon termination of this Agreement by the City for a violation of this section by Contractor, Contractor may not be awarded a public contract for at least one (1) year. Contractor further acknowledges that Contractor is liable for any additional costs incurred by the City as a result of termination of any contract for a violation of this section. Contractor or subcontractor shall insert in any subcontracts the clauses set forth in this section; requiring the subcontractors to include these clauses in any lower tier subcontracts. Contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in this section.

ATTEST

Great Southern Publishers, Inc
Company Name

Linda K. Moseley
Signature of Corporate Secretary

Angela S. Besby
Signature

Linda K. Moseley
Type/Print Name of Corporate Secy.

Angela S. Besby
Type/Print Name

2-4-2025
Date

2-4-2025
Date

(CORPORATE SEAL)





Tab 7: City Forms

NON-COLLUSION AFFIDAVIT

I, Angela Busby, depose and say that:
 1. I am Chief Experience Officer of the firm of Great Southern Publishers, Inc. ^{dba 365° Total Marketing}
 the firm submitting the response described in this Request for Proposals for:
 RFP 230071-P-JL, Executive Search Firm and that I executed the said response with full
 authority to do so:

2. the prices in this bid have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

3. unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to bid opening, directly or indirectly, to any other bidder or to any competitor; and

4. no attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition;

5. the statements contained in this affidavit are true and correct, and made with full knowledge that the City of Tarpon Springs relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

Signature of Bidder: Angela Busby Date: January 31, 2025

STATE OF: Georgia CITY OF: St. Simons Island

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, (name of individual signing) affixed his/her signature in the space provided above on this 31st day of 2025.

NOTARY PUBLIC

My Commission Expires: Nov. 29, 2027

Deborah J. Bergamine





Tab 7: City Forms

LOBBYING AND CONFLICT OF INTEREST CLAUSE ETHICS CLAUSE

(Company) Great Southern Publishers, dba 365° Total Marketing, warrants that he/it has not employed, retained or otherwise had act on his/its behalf any former City officer or employee or any City officer or employee. For breach or violation of this provision the City may, in its discretion, terminate this contract without liability and may also, in its discretion, deduct from the contract or purchase price, or otherwise recover, the full amount of any fee, commission, percentage, gift, or consideration paid to the former City officer or employee."

Signature Amy S Busley

Date: January 31, 2025

STATE OF: Georgia CITY OF: St. Simons Island

Subscribed and sworn to (or affirmed) before me on (date) by (name of affiant). He/She is personally known to me or has produced as identification. (type of identification)

NOTARY PUBLIC

My commission expires: Nov. 29, 2027

Deborah J Bergamine





Tab 7: City Forms

Affidavit of Compliance with Foreign Entity Laws

The undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury as follows:

1. Entity is not owned by the government of a foreign country of concern as defined in Section 287.138, Florida Statutes. (Source: § 287.138(2)(a), Florida Statutes)
2. The government of a foreign country of concern does not have a controlling interest in Entity. (Source: § 287.138(2)(b), Florida Statutes)
3. Entity is not organized under the laws of, and does not have a principal place of business in, a foreign country of concern. (Source: § 287.138(2)(c), Florida Statutes)
4. Entity is not owned or controlled by the government of a foreign country of concern, as defined in Section 692.201, Florida Statutes. (Source: § 288.007(2), Florida Statutes)
5. Entity is not a partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a foreign country of concern, as defined in Section 692.201, Florida Statutes, or a subsidiary of such entity. (Source: § 288.007(2), Florida Statutes)
6. Entity is not a foreign principal, as defined in Section 692.201, Florida Statutes. (Source: § 692.202(5)(a)(1), Florida Statutes)
7. Entity is in compliance with all applicable requirements of Sections 692.202, 692.203, and 692.204, Florida Statutes.
8. (Only applicable if purchasing real property) Entity is not a foreign principal prohibited from purchasing the subject real property. Entity is either (a) not a person or entity described in Section 692.204(1)(a), Florida Statutes, or (b) authorized under Section 692.204(2), Florida Statutes, to purchase the subject property. Entity is in compliance with the requirements of Section 692.204, Florida Statutes. (Source: §§ 692.203(6)(a), 692.204(6)(a), Florida Statutes)
9. The undersigned is authorized to execute this affidavit on behalf of Entity.

Date: January 30, 2025

Signed: Angela S Busby

Entity: Great Southern Publishers, Inc.

Name: Angela Busby

Title: Chief Experience Officer



Tab 7: City Forms

DRUG FREE WORKPLACE CERTIFICATION

The SIGNED PROPOSER (Below) CERTIFIES that it has implemented a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under quote a copy of the statement specified in subsection 1.
4. In the statement specified in subsection 1, notify the employees that, as a condition of working on the commodities or contractual services that are under quote, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in, drug abuse assistance or rehabilitation program if such is available in employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

Date: January 30, 2025

Signature: Angela S Busby

Company: Great Southern Publishers

Name: Angela S Busby
(Typed or Printed)

Address: 153 Collins Lane
St Simons Island, GA

Title: Chief Experience Officer

31522
Phone No: 800-697-5568

E-Mail: angie@365degreeTotalMarketing.com



Tab 7: City Forms

Affidavit of Compliance with Anti-Human Trafficking Laws

In accordance with section 787.06 (13), Florida Statutes, the undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury that:

1. Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes, entitled "Human Trafficking".

The undersigned is authorized to execute this affidavit on behalf of Entity.

Date: January 30, 2025

Signed: Angela S Busby

Entity: Great Southern Publishers, Inc. Name: Angela S Busby

Title: Chief Experience Officer

RFP No. 250071-P-JL
BRANDING & MARKETING PROFESSIONAL SERVICES
COST PROPOSAL/PRICING SUMMARY

Having become familiar with the scope of services, and having reviewed the City's terms and conditions throughout this RFP and the sample contract, the undersigned proposes to complete execution of the services at the cost proposed herein. All costs submitted are ceiling rates inclusive of any fees associated with the services. The cost shall remain firm for the entirety of the project and resulting contract.

Note: Supplemental Services, the City may have additional services that may be included in the project, this will not be included in the assigned points that are allotted for the Cost Proposal

TASK No.	DESCRIPTION	JOB CATEGORY	Hourly Rate	Total Hours	Total Cost (\$)
1.	Research & Brand Strategy	Branding	\$150.00	2	\$43,000
2.	Digital Advertising & Marketing Plan		\$150.00	26.66	\$4,000.00
	Video Development	Digital	\$350.00	28.5	\$9,995
	Photo Shoot (per day)				
	- estimated 3 days	Digital	\$175.00	57	\$9,995
	Total Fees (used for determining points)				\$66,990

Supplemental Services (please list any position title and hourly rate for individuals that may be assigned) Position Description:	FEES
Ongoing Marketing Agency	\$ 125 /hr
Additional Video Development	\$ 350 /hr
Additional Photo Shoots/Develop	\$ 175 /hr
Additional Digital Media Services	\$
Management	\$ TBD (See pricing sheet attached)
Company: Great Southern Publishers, Inc dba 365° Total Marketing	
Authorized Representative Printed Name: Angela S. Busby	



RFP No. 250071-P-JL
BRANDING & MARKETING PROFESSIONAL SERVICES
COST PROPOSAL/PRICING SUMMARY

Having become familiar with the scope of services and having reviewed the City's terms and conditions throughout this RFP and the sample contract, the undersigned proposes to complete execution of the services at the cost proposed herein. All costs submitted are ceiling rates inclusive of any fees associated with the services. The cost shall remain firm for the entirety of the project and resulting contract. Note: Supplemental Services, the City may have additional services that may be included in the project, this will not be included in the assigned points that are allotted for the Cost Proposal.

TASK #	DESCRIPTION JOB	CATEGORY	Hourly Rate Total	Hours	Total Cost
1	Current Brand Assessment	Research & Analysis	\$150.00	33.333	\$5,000
2	SWOT & Psychological Profile	Research & Analysis	\$150.00	50	\$7,500
3	Brand Platform/Positioning Development	Creating the Brand	\$150.00	33.333	\$5,000
4	Brand Strategy Development	Creating the Brand	\$150.00	33.333	\$5,000
5	Logo Development	Establishing & Creating Brand Identity	\$150.00	33.333	\$5,000
6	Brand Identity Guide	Establishing & Creating Brand Identity	\$150.00	0.666	\$1,000
7	Tagline Development	Establishing & Creating Brand Identity	\$150.00	23.333	\$3,500
8	Imagine Campaigns (3 in total)	Establishing & Creating Brand Identity	\$150.00	66.666	\$10,000
9	Corporate Identity Package	Establishing & Creating Brand Identity	\$150.00	0.666	\$1,000
10	Video Development – 1 minute video included	Digital Advertising & Marketing Plan	\$350.00	30	\$9,995
11	Photo Shoot(estimated 3 days) @ \$2,995 per	Digital Advertising & Marketing Plan	\$150.00	19.96	\$9,995
12	Social Media Campaign Development	Digital Advertising & Marketing Plan	\$150.00	26.666	\$4,000
RFP TOTAL	Total Fees (Used for Determining Points)			350	\$66,990
	Additional Add On Services				
Add on	<i>Ongoing Marketing Agency of Record</i>	<i>Agency Services</i>	<i>\$125.00</i>		<i>TBD</i>
Add on	<i>Additional Video Development</i>	<i>Digital Services</i>	<i>\$350.00</i>		<i>TBD</i>
Add on	<i>Additional Photo Shoots</i>	<i>Digital Services</i>	<i>\$175.00</i>		<i>TBD</i>
Add on	<i>Additional Digital Media Management – See pricing sheet</i>	<i>Digital Services</i>	<i>\$TBD</i>		<i>TBD</i>



Bronze Level

\$2,102.50 per month
\$2,500 set-up
\$1,500 subsequent years
\$25,230 annually

- 1 post per week
- \$25 boost per post
- 1 carousel per month
- \$300 ad spend per carousel
- 1 photography shoot

Includes: Strategic planning, 12-month contract, content calendar development, target audience set-up, professional design, writing, scheduling post, monthly reporting



Copper Level

\$603.96 per month
\$2,500 set-up
\$1,500 subsequent years
\$7,247.50 annually

- 1 post every other week
- \$25 boost per post

Includes: Strategic planning, 12-month contract, content calendar development, target audience set-up, professional design, writing, scheduling post, monthly reporting



Lite Level*

\$774.58 per month
\$1,500 set-up
\$1,500 subsequent years
\$9,295 annually

- 1 post per week
- \$25 ad spend

Note: This level has no strategic plan, **no design and no monthly reporting, 12-month contract**
*** Not available for all clients**

General Base Price

Onboarding, Administration, Strategy & Set-up:

- **\$2,500** year one

Strategy & Administration:

- **\$1,500** each subsequent year

Event Campaigns:

- **\$1,500** set up fee
- **\$300** mgmt. per post (plus ad spend)
- **\$350** mgmt. per carousel (plus ad spend)

Posting Management:

- **\$250** per post (includes writing, designing, scheduling, posting, analytics)

Carousel/Reel Management:

- **\$300** per post (includes writing, designing, scheduling, posting, analytics)

Reels Creation/Editing:

- **\$750** per reel (\$750 each minimum from existing video/photo footage - up to 30 seconds - including music)

Ad Spend/Boosting for Posts, Reels & Carousels:

- Minimum of **\$300** per month for carousel or reel
- Minimum of **\$25** per post
- LinkedIn min of **\$500** per month
- Note:** 15% admin fee added apart of ad spend

Photoshoot:

- One 8 hour day shoot **\$2,995** (includes planning, scheduling, travel, processing and editing)

Videoshoot:

- One 8 hour day shoot **\$7,995** (includes planning, scheduling, travel, and processing)

Google Ads/PPC:

- Minimum of **\$300** monthly management fee per campaign
- Minimum of **\$350** ad spend per month
- Note:** 15% admin fee apart of ad spend

Specific Incident Charges:

- Reposting of already posted & approved posts - **\$200**
- **\$1,000** Rush Fee - if posting needs to start before onboarding period has concluded
- **\$1,500** Lost account recovery (success not guaranteed)
- If IG and FB cannot be connected and additional work is required to post, an additional fee will be charged.

User Generated Content Platform Integration:

- **\$15,000** per year

E-newsletter or Blog:

- (500 words or less) **\$750** set up including first month content
- Following months **\$600/ea**

Facebook, LinkedIn or Instagram:

- Page set-up **\$600**

Posting starts the first of the subsequent month following a 30-day onboarding period.

Posting is only a small fraction of successful social media strategy.
365° Total Marketing builds relationships while building your market.



Platinum Level

\$8,146.67 per month
\$2,500 set-up
\$1,500 subsequent years
\$97,760 annually

- 3 posts per week
- \$50 boost per post
- 12 carousel ads per year (1 per month)
- \$1,000 ad spend per carousel
- 12 reels/videos per year (1 per month)
- Creation of 12 reels/videos from existing footage
- \$1,000 ad spend per reel
- 2 photography shoots

Includes: Strategic planning, 12-month contract, content calendar development, target audience set-up, professional design, writing, scheduling post, monthly reporting



Gold Level

\$4,759.17 per month
\$2,500 set-up
\$1,500 subsequent years
\$57,110 annually

- 2 posts per week
- \$50 boost per post
- 6 carousel ads per year (every other month)
- 6 reels/videos per year (every other month)
- Creation of 6 reels/videos from existing footage
- \$800 ad spend per carousel
- 2 photography shoots

Includes: Strategic planning, 12-month contract, content calendar development, target audience set-up, professional design, writing, scheduling post, monthly reporting



Silver Level

\$2,582.08 per month
\$2,500 set-up
\$1,500 subsequent years
\$30,985 annually

- 1 post per week
- \$25 boost per post
- 1 carousel per month
- \$500 ad spend per carousel
- 2 photography shoots

Includes: Strategic planning, 12-month contract, content calendar development, target audience set-up, professional design, writing, scheduling post, monthly reporting



**We know your story
and will help tell it
most effectively
to your audience!**



▲ **Powerful images** can project your values and help attract potential customers.

CONSENSUS SCORE SHEET
Interview/Oral EVALUATION

PROJECT TITLE: Branding & Marketing Services Interview

RFQ NUMBER: 250071-P-JL

NOTE: DO NOT DISCUSS THESE SCORES WITH OTHER COMMITTEE MEMBERS, FIRMS OR ANYONE OTHER THAN AUTHORIZED ADVISORS UNTIL FINAL RANKING HAS BEEN OFFICIALLY ANNOUNCED

INITIAL SCORING MEETING DATE: 4/29/2025

Alexandra Keen

Kuen Lemons

Janina Lewis

PROFESSIONAL CONSULTANT
EVALUATION FORM

CONSENSUS SCORE SHEET
INITIAL EVALUATION

	Points	Acumen Strategist LLC	Agencia Central LLC	Bellosos Consulting & Marketing	blue People LLC	KBC Business & Marketing Solutions LL	Keybranch Inc	Mairs, West, & Baker, Inc.	MD Marketing & Consulting Inc.	Nativa, Inc	Schifino Lee	The Deciding Factor	Ticuel Legacy Entertainment	True Digital Marketing Inc	WeUsThem Inc	WM.Digital LLC	Xtend Company at Qovena Capital LLC	Your Brand Voice	365 Degree Total Marketing
1. Qualifications	35	15	20	10	13	20	10	30	25	15	23	12	1	18	27	14	15	14	26
2. Past Performance/References	25	10	15	7	10	10	7	21	20	10	20	10	2	8	19	11	10	13	21
3. Project Team	10	4	6	3	6	3	3	9	8	6	6	6	1	6	8	4	5	6	9
4. Cost Proposal	10	4.77	3.68	5.68	2.81	3.74	4.35	4.32	4.35	1.56	3.69	4.26	3.94	3.81	3.72	4.09	10	3.73	4.12
5. Understanding of the Project	20	9	10	10	10	12	5	16	15	10	17	12	2	10	16	10	9	10	15
Total Points	100	42.17	54.18	35.68	41.81	48.74	39.35	80.32	72.35	42.56	69.69	44.26	9.94	45.81	73.72	43.09	49	48.73	75.12

PROJECT TITLE: Branding & Marketing Services

RFQ NUMBER: 250071-P-JL

INITIAL SCORING MEETING DATE: 3/24/2025

NOTE: DO NOT DISCUSS THESE SCORES WITH OTHER COMMITTEE MEMBERS, FIRMS OR ANYONE OTHER THAN AUTHORIZED ADVISORS UNTIL FINAL RANKING HAS BEEN OFFICIALLY ANNOUNCED

Alexandra Kern

Janina Lewis

Tabulations by: Janina Lewis- Procurement Services Director

**CITY OF TARPON SPRINGS, FLORIDA
REQUEST FOR PROPOSALS**



**RFP No. 250071-P-JL
BRANDING & MARKETING
PROFESSIONAL SERVICES**

ISSUE DATE: January 8, 2025

RESPONSES DUE: February 7, 2025
3:00 P.M. (Local Time)

SUBMIT TO: City of Tarpon Springs
Procurement Services Department
324 E. Pine St
Tarpon Springs, Florida 34689

**CITY OF TARPON SPRINGS AND
THE CITY OF TARPON SPRINGS COMMUNITY REDEVELOPMENT AGENCY (CRA)
REQUEST FOR PROPOSALS
(RFP) No. 250071-P-JL
BRANDING & MARKETING PROFESSIONAL SERVICES**

The City of Tarpon Springs, Florida ("City") and its CRA Board (also referenced herein as "The Board") is requesting responses to this Request for Proposals ("RFP"), for a Branding & Marketing Professional Services Firm(s) to assist the City in creating a Brand Identity/Platform and identify a clear marketing strategy and plan for Tarpon Springs' Downtown and the City at large. The City intends to select a single firm with demonstrated expertise in providing similar services to those requested herein.

Firms with demonstrated expertise on similar projects are invited to submit a proposal package. The Request for Proposal (RFP) can be obtained from the website at <https://ctsfl.bonfirehub.com/portal/?tab=openOpportunities>. Questions regarding this RFP should be directed to Janina Lewis, Procurement Services Director, at jlewis@ctsfl.us. All questions must be received in writing no later than **3:00 PM, local time, January 20, 2025**, and will be answered via written addendum.

Proposal Submission, Date and Time:
No later than **3:00 PM**, local time, **February 7, 2025**.

RFP No.	250071-P-JL
Project:	Branding & Marketing Professional Services
Bid Bond:	N/A
Performance Bond:	N/A

Proposals are expected to be submitted electronically. If you elect to respond to this proposal, you must submit the bid electronically through the online services of Bonfire, all documents and attachments must be uploaded by the date and time indicated. Respondents who are E-Bidding for the first time are strongly encouraged to contact Bonfire to obtain assistance by e-mailing questions to <https://ctsfl.bonfirehub.com/portal/?tab=openOpportunities>. Solicitation responses uploaded to Bonfire after the Solicitation Response Due Date and time shall not be considered. It is the sole responsibility of the Respondent to ensure that its solicitation response is uploaded before such date and time. Tarpon Springs Procurement Services shall not be responsible for delays caused by any power outages or internet failures. No exceptions will be made.

Note: It is strongly recommended to upload your response in adequate time to assure that it will post on the day prior to the closing date.

The City of Tarpon Springs' staff will evaluate the proposals based on the criteria established in the Request for Proposals. After the ranking is completed, the Community Redevelopment Agency (CRA) Board/Board of Commissioners' approval will be sought to approve the ranking and award a negotiated Agreement, which will be in the best interest of the City, with the top ranked Firm.

Ex Parte Communication. In order to ensure fair evaluation of proposals, ex parte communication initiated by Proposers is prohibited from the time the responses are opened until a final decision has been made. No Proposer may initiate communication with any City Commissioner or any City official, staff, or employee who is participating in the evaluation process. Any and all communication initiated by a Proposer after the responses are opened must be in writing to:

Janina Lewis, CPPO, NIGP-CPP
Procurement Services Director
City of Tarpon Springs
Procurement Services
PO Box 5004
Tarpon Springs, FL 34688-5004
jlewis@ctsfl.us

The City may, however, initiate communication with any Proposer in order to obtain additional information or clarification necessary for fair evaluation of their proposal. Ex parte communication initiated by a Proposer may disqualify that Proposer from consideration for this or future Request for Proposals.

The City will not pay any costs incurred by Proposers in the preparation of its proposal or presentations. Proposals may not be withdrawn for 90 days after bid opening. The City reserves the right to reject any and all proposals and to waive minor informalities.

If you elect to respond to this Request for Proposals, **provide one (1) electronic uploaded copy of your proposal to this office by the date indicated.**

Late proposals will be rejected.

Janina Lewis, CPPO, NIGP-CPP
Procurement Services Director

Attachments

JL: jl

SECTION 1- SCOPE OF SERVICES

INTRODUCTION

It is the intent of the City of Tarpon Springs, Florida ("City") and its CRA Board (also referenced herein as "The Board") to select a professional company, consultant teams and/or an individual contractor to create a Brand Identity/Platform and identify a clear marketing strategy and plan for Tarpon Springs' Downtown and the city at large. This Strategy/Plan should represent the varied economic sectors of our collaborators and be used for residential, business and visitor recruitment. A marketing campaign will focus on delivering the Brand and instilling a sense of pride inside the downtown and the city as well as create design standards for future marketing and communication material.

1.1. DEFINITIONS

Addendum: A modification of the Bid/Agreements issued by Procurement Services and distributed to prospective Proposers prior to the bid due date and time.

Bid. The written submittal of a Proposer, submitted on the Bid Form to provide goods and/or perform the work/services in accordance with the requirements and specifications of the Bid Documents and stating the consideration that the Proposer will require for doing so.

Proposer. An individual, partnership or corporation submitted a bid, on the attached Bid Form, for the item and/or service contemplated.

City: The term City means the City of Tarpon Springs, Florida.

Change Order. A written order issued by the Chief Procurement Officer to the Successful Proposer/Contractor directing certain changes, additions or reductions in work or services or in the materials or methods to be used.

Contract: The written agreement between the City and the Successful Proposer/Contractor for the provision of goods and/or performance of the work or services in accordance with the requirements of the Bid Documents and for the payment at the agreed bid price or adjusted as a result of an approved change order.

Agreements. The Bidding Documents, Purchase Order, Contract, and Performance and Payment Bond, together with all Addenda, Supplemental Agreements and Change Orders.

Request for Proposals. The term Request for Proposals means a solicitation of formal sealed proposals. The acronym "RFP" means Request for Proposals, the RFP includes the Instructions to Proposers, General Conditions, purchase descriptions and/or specifications and may also include additional terms and conditions and all documents whether attached or incorporated by reference, utilized for soliciting sealed proposals. Price is usually not a primary evaluation factor.

Laws: The term laws means current and future federal, state, and local statutes, rules, regulations and ordinances, the federal and state constitutions, and the orders and decrees of any lawful authorities having jurisdiction over the matter of issue.

Responsible Proposer. The term responsible Proposer means a Proposer who has the capability in all respects to perform fully the contract requirements, and the tenacity, perseverance, experience, integrity, reliability, capacity, facilities, equipment and credit which will assure good faith performance.

Responsive Proposer. The term responsive Proposer means a Proposer who has submitted a bid which conforms in all material respects to the requirements set forth in the ITB.

Supplies. All property, including but not limited to equipment, materials, printing, insurance, and leases of real property, excluding land or a permanent interest in land.

Services. The furnishing of labor, time or effort by a contractor, not involving the delivery of a specific end product other than reports which are merely incidental to the requirement performance. The term shall not include employment agreements or collective bargaining agreements.

1.2. SCOPE OF SERVICES

1.2.1. BACKGROUND:

Visioning and Revitalization Efforts
Overview

Since the late 1990's, the City of Tarpon Springs has undertaken several revitalization efforts to better plan for and focus quality development and services citywide. Major efforts have included planning for the Downtown area through the creation of a Community Redevelopment Area and 2001 Redevelopment Plan, the 2011 Special Area Plan and numerous updates to the Special Area Plan. The Community Redevelopment Agency is currently undergoing an update to the Redevelopment Plan.

The preliminary focus of the RFP is to develop a Brand for Tarpon Springs and its downtown that defines an identity and market position and to create a Marketing Strategy to implement and solidify that Brand in the hearts and minds of local and regional residents, businesses and visitors.

1.2.2. SCOPE OF WORK

The City/CRA is seeking qualified firms to develop a Brand and Marketing Strategy to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of Tarpon Springs.

The resulting plan shall include:

- A branding platform for Downtown Tarpon Springs with tag line, brand statement, colors, fonts, connected logo treatments for Tarpon Springs, Downtown, Sponge Docks, and other districts, as well as current and potential events. It will also include brand extension design elements for use in marketing the downtown with advertisements, brochures, letterhead,

business cards, banners, CRA website, Downtown Website, promotional tourism video , social media content strategy, wayfinding, etc.

- A Marketing Strategy and advertising campaign based on the Brand.

The proposed scope of services listed below must be addressed in a formal proposal to the City/CRA.

A. Develop a Brand for Tarpon Springs' downtown: The Consultant shall develop a Brand platform from which marketing efforts can develop. Brand elements shall include logos: Downtown Tarpon Springs, The Tarpon Springs CRA, downtown organizations, and current and potential special events such as: First Friday, There's Snow Place like Tarpon Springs, Wine Walk, Girls Night Out, Chocolate Strolls, Car Shows, etc. to extend the brand; fonts, color palette, and design elements/icons. The consultant shall present examples of brand extensions such as pole banners (i.e. "Welcome to Downtown Tarpon Springs" and "Downtown Tarpon Springs, tag line"), wayfinding, district entry features/signs, event posters, website templates, letterhead, business cards, etc.

B. Marketing Plan: Develop a Marketing Strategy with long and short term strategic and tactical recommendations for promoting the Downtown and to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of Tarpon Springs. The marketing plan shall be a multi-faceted, custom product capable of interfacing with the City's communication abilities (website, social media, television channel, etc.) Included in the marketing plan strategy:

- Summer Vacationer Campaign – targeting statewide and out of state visitors to the west coast of Florida during the months of May-August; with multimedia plan and proposed budget.
- Snowbird Campaign – targeting fall and winter visitors and those that have winter homes in Florida; with multimedia plan and proposed budget.
- Year-Around Campaign – targeting regional and statewide residents; with multi-media plan and proposed budget.
- Website Enhancements – provide a plan to incorporate fresh video content on a variety of subjects unique to Tarpon Springs such as notable local people, businesses and City highlights (such as parks, museums, public art, recreation) that can be shared in social media, City website and ExploreTarponSprings.com websites via YouTube or other broadcast media.

1.2.3. Deliverables:

- A. A minimum of three (3) meetings with staff to coordinate as the project progresses;
- B. Conduct a minimum of eight (8) focus groups and two (2) public meetings to gather input from the public;
- C. A monthly report outlining significant meetings, discussion, actions and results;
- D. Consultant shall present a draft of the brand and marketing plan to the CRA Board prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the Board;

E. Seven (7) copies of the Branding Packet Booklet and 1 copy in electronic format (USB Flash Drive), including the following:

1. Downtown and district logos and tag line
2. Tarpon Springs CRA Logo
3. Brand Color Palette and Font Styles
4. Brand Statement
5. Samples of ad copy/layouts
6. Pole banner designs
7. Brochure designs – shopping guide, visitors guide, recruitment packet, etc.
8. Wayfinding graphic design (not the actual complete wayfinding system)
9. Entry feature designs
10. Design for letterhead, business cards
11. Collateral materials such as shirts, water bottles, hats, (swag), etc.
12. Digital/Social Media Strategy
13. Integration of established City Departmental branding and identity

F. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version.

1.3. BUDGET

All costs associated with delivering the requested services shall be detailed in the format requested in pricing forms.

1.4. TENTATIVE SCHEDULE*

Solicitation	January 8, 2025
Deadline for Questions	January 20, 2025
Proposal Opening.....	February 7, 2025
Shortlist	February 24, 2025
Interview/Presentations (as applicable)	TBD
Board Approval.....	March 4, 2025

*Dates are subject to change and listed here for planning purposes

SECTION 2 - SPECIAL CONDITIONS

2.1 Intent

The intent of this document is to describe the requirements, terms and conditions for Comprehensive Plan Update services.

2.2 Term

The term of this agreement shall commence on the effective date of agreement. Delivery of associated services shall be complete within six (6) months from the date of contract execution. This contract shall also provide for an optional term of one (1) six (6) month extension period as applicable.

2.3 Background Checks

The Proposer shall certify to the City of Tarpon Springs background checks are conducted on all Proposer's employees who will perform any services at City facilities.

2.4 Licenses and Permits

Proposer shall be responsible for obtaining any and all necessary licenses, certifications and approvals which may be required by any government agency in connection with Proposer's performance of this Agreement. Proposer shall provide the City with written evidence of such licenses, certifications and approvals.

2.5 Books and Records

Contractor shall prepare in accordance with generally accepted accounting practice and shall keep, at the address for delivery of notices set forth in this Agreement, accurate books of account. All books and records, including tax returns, with respect to the business for the term of this Agreement and any extensions thereof shall be kept by Contractor and shall be open to examination or audit by the City for a period of three (3) years following expiration or earlier termination of this Agreement.

2.6 No Liens

Proposer shall not suffer any liens to be filed against any City property by reason of any work, labor, services or materials performed at or furnished to City property, to Proposer, or to anyone using City property through or under Proposer. Nothing contained in this Agreement shall be construed as consent on the part of the City to subject City property or any part thereof to any lien or liability under any Laws.

2.7 No Waiver

No provision of this Agreement will be deemed waived unless expressly waived in writing signed by the waiving party. No waiver shall be implied by delay or any other act or omission of either party. No waiver by either party of any provision of this Agreement shall be deemed a waiver of such provision with respect to any subsequent matter relating to such provision, and the City's consent respecting any action by Proposer shall not constitute a waiver of the requirement for obtaining the City's consent respecting any subsequent action.

2.8 Performance

Proposer shall be responsible for performing the work necessary to meet City standards in a safe, neat, and good workmanlike manner, using only generally accepted methods in carrying out the work, and complying with all federal and state laws, and all ordinances and codes of the City relating to such work.

2.9 Safety Standards

Proposer shall be responsible for ensuring that personnel assigned to the Contract follow all established safety regulations pertaining to the work to be performed per OSHA and/or City standards.

2.10 Unauthorized Personnel

The Proposer's employees are not to be accompanied in their work areas on City premises by acquaintances, family members, or any other person unless said individual is an authorized Proposer employee. The City of Tarpon Springs prohibits teenagers, minors, or children from working in City-owned buildings under this Agreement. All employees of the Proposer must be eighteen (18) years of age or older.

2.11 Use of City Property, Facilities and Equipment

The Proposer shall not use City facilities, property, or equipment, including computers, copy machines, telephones, fax machines, calculators, and other items for personal or company business. The City telephones shall be used only for medical emergencies or to call City representative(s). If used, a notice of use shall be provided to the City Representative when no City employees are on site.

2.12 Damage

Proposer shall carry out the work with such care and methods as not to result in damage to public or private property adjacent to the work. Should any public or private property be damaged or destroyed, Proposer, at its expense, shall repair or make restoration as is practical and acceptable to the City and/or owners of destroyed or damaged property promptly within a reasonable length of time. (Not to exceed 30 calendar days from date damage was done.)

2.13 Examination of the Work

The City shall be furnished with every means to verify whether or not the materials and work are in accordance with the requirements of this Agreement. Failure to reject or condemn defective work at the time it is done will not prevent its rejection whenever it is discovered.

2.14 Use of Premises

Proposer shall confine its equipment, apparatus, and the operation of its workmen to the limits indicated by Laws or direction of the project manager, and shall not unreasonably encumber the premises with its materials. Proposer shall take all measures necessary to protect its own materials.

2.15 Clean-up

At the end of each working day, Proposer shall clean and remove from the premises, all discarded materials and rubbish and shall restore in an acceptable manner all property, both public and private, which has been damaged during the prosecution of the work. Proposer shall leave the work site in a neat and presentable condition.

2.16 Non-Exclusive

Award of this Agreement shall impose no obligation on the City to utilize Proposer for all work of this type, which may develop during the agreement period. This is not an exclusive contract. The City specifically reserves the right to concurrently contract with other companies for similar work if it deems such action to be in the City's best interest.

2.17 Relationship of Parties

Nothing contained herein shall be deemed or construed as creating the relationship of principal and agent or of partnership or of joint venture between the City and Proposer. It is understood and agreed that nothing contained herein, nor any acts of the City or Proposer, shall be deemed to create any relationship other than the relationship of independent Proposers and principals of their own accounts.

Neither Proposer nor its employees shall be the employees of the City under the meaning or application of any Laws, including but not limited to unemployment insurance or workers' compensation. Proposer shall assume all liabilities and obligations imposed by any such Laws with respect to its employees. Proposer and its employees shall have no authority to act as the agent of the City and shall not hold itself out as such.

2.18 Subcontracting

The hiring or use of outside services or subcontractors in connection with the performance of Proposer's obligations under this Agreement shall not be permitted without the prior written approval of the City. Proposer shall promptly pay all subcontractors and suppliers. Any subcontracting, so permitted by the City, shall be subject to all the terms and conditions and other provisions of this Agreement. In the event that work is subcontracted, the Proposer retains full responsibility for the acts and omissions of its subcontractors and of persons employed by the subcontractor.

Notwithstanding any such subcontracting, Proposer shall remain obligated and responsible to the City for the performance of all terms and conditions and other provisions of this Agreement.

2.19 Equipment Storage Space

Equipment storage space and maintenance areas shall be provided by the City. Although provided by the City, it will be the responsibility of the Proposer to keep the area neat and clean at all times.

2.20 Purchase Agreement

The successful Proposer shall be issued an agreement, which by reference, incorporates all terms and conditions as set forth in this RFP, any Addenda issued, and the Proposer's response.

The Purchase Order, RFP document, any Addenda issued, and the Proposer's response shall constitute the entire Agreement between the City and the successful Proposer.

Proposer shall reference the Purchase Order number on any invoice submitted to the City for payment.

2.21 Termination of Contract

The City of Tarpon Springs/CRA reserves the right to terminate this Agreement with 30 days written notice if:

- a. Proposer is determined by the City to be in breach of any of the terms and conditions of this Agreement;
- b. The City has determined that such termination will be in the best interest of the City to terminate this Agreement for its own convenience; or
- c. Funds are not available for this service. The City's obligation is contingent upon the availability of appropriated funds.

SECTION 3 - PROPOSAL REQUIREMENTS

3.1. Required Format

- a. The electronic version of the proposal shall be in pdf or Microsoft Office® format and shall include all the information and documentation requested in this Section IV, Proposal Requirements. The electronic version of Proposer's proposal submission should be a continuous document in one file, a separate file for the Pricing Proposal, and shall clearly identify the Proposer and the RFP number. The proposal should be individually tabbed for each of the sections listed below and be consecutively page numbered.

- b. The following is an explanation of the minimum information that should be included in each of the sections. Proposals must conform to this format.

Title Page: (Non-scored)

Title page shall show the request for proposal's subject, title and proposal number; the firm's name; address and telephone number of a contact person; and the date of the proposal.

Tab 1. Executive Summary (0 points)

Provide an overview of how your firm will work with the City to provide the required services and meet time and budget requirements. Provide a brief, concise summary of your company and its capabilities. Give the names of the person(s) who will be authorized to make representations for your firm, their title, address and telephone and fax numbers. The signer of the proposal must declare that the proposal is in all respects fair and in good faith without collusion or fraud and that the signer of the proposal has the authority to bind the principal proponent.

Tab 2. Qualifications (35 points)

Provide a statement of your qualifications. Identify your firm's capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the location of the office that would manage this project.

Tab 3. Past Performance/References (25 points)

Describe the firm's qualifications and expertise related to the subject project. Discuss experiences with managing similar projects. Provide a list of no more than three recent clients (including name of contact, address, phone number and description of work performed) for whom similar projects have been performed by the key personnel identified in the paragraph above. Describe, in detail, each projects' outcomes and the process your company took to achieve those outcomes.

Tab 4. Project Team (10 points)

List the key personnel and their individual responsibilities on this assignment. Include the extent of each person's participation and their related experience (Resumes should be included in Tab 7- no more than 2 pages in length).

Tab 5. Cost (10 points)

Provide a total all-inclusive maximum price. Define the total estimated contract amount on a time and materials basis, with a not to exceed amount. The cost information provided will help to indicate your understanding of the scope of the project. Include the following:

- A list of all phases of work
- A list of all tasks required to accomplish each phase
- The estimated material and labor hours for each position classification required to accomplish each task and a current fee schedule including each position classification
- The time duration required to accomplish each task

Tab 6. Understanding of Project and Project Requirements (20 points)

Provide the following information pertaining to the services to be performed. Describe your understanding of the mission and goals of the project. Provide details of tasks and

personnel required to accomplish the Scope of Work contained in this RFP. Include estimated personnel hours for each team member. Identify other resources required to accomplish the mission of this project. Provide a detailed project schedule.

Tab 7. City Forms (Non-scored)

Respondent shall complete and execute the forms specified in Section 6 and found on the designated pages in this RFP, and shall include all other information as necessary in this section. Include certification if your firm is a Certified Minority Disadvantaged Business Enterprise (MDBE/WBE), certification of professional liability insurance, W-9, and business license.

SECTION 4 - EVALUATION OF PROPOSALS

4.1. Evaluation of Proposals

The City endeavors to maintain strict confidentiality and objectivity throughout this procurement process to the extent allowed by law. Thus, Proposers shall in no way attempt to communicate with City staff, CRA Board, Board of Commissioners, and other key project stakeholders except as outlined in the RFP.

Proposals will be evaluated and scored by the committee, per the criteria outlined herein. As part of the evaluation process, the City will also take into consideration the responsiveness and responsibility of the Proposers. The criteria for responsiveness and responsibility are as follows:

4.1.1 Responsiveness: The City will determine whether the Proposal complies with the instructions contained herein, including completeness, submission of all required forms, adherence to response format instructions, compliance with minimum qualifications, etc.

4.1.2 Responsibility: The City will determine whether the Proposer is one with whom it can or should do business. Factors that the City may evaluate to determine “responsibility” include, but are not limited to: past performance on projects for the City of Tarpon Springs and outside agencies, references (including those found outside the Proposal), compliance with laws (including tax laws), Proposer’s record of performance and integrity (including delinquency, unfaithfulness, legal qualification to enter into a contract, financial stability, perceived ability to completely perform as specified, etc.), financial resources, facilities, equipment, and personnel (including that of subcontractors). City staff may also utilize Duns & Bradstreet and/or any generally available industry information. The City will determine whether any failure to supply information, or the quality of the information provided, will result in rejection.

4.2. Evaluation Committee

Final approval of selection will be made by the CRA Board/Board of Commissioners.

4.3. Proposal Clarifications

The Evaluation Committee members will determine if any additional clarifications regarding any and all portions of a Proposal for any of the Proposers are necessary. If additional clarification is deemed necessary, these clarification requests will be submitted to the

Proposers in writing. Proposers will have a minimum of five (5) business days to provide a response to the clarification request correspondence.

Proposers are notified that responses to the clarification requests will be considered in the final rankings and may be included in the final Agreement.

4.4. Proposal Evaluations and Ranking

The Evaluation Committee will evaluate and rank the Proposals based on the following criteria. Proposers are encouraged to identify and include critical proposal elements and keep their proposals concise:

CRITERIA MAXIMUM POINTS

TAB 1 - 0 points-Executive Summary

TAB 2 - 35 points – Qualifications

TAB 3 - 25 points – Past Performance/References

TAB 4 - 10 points - Cost

TAB 5 - 10 points - Project Team

TAB 6 - 20 points – Understanding of Project and Project Requirements

TAB 7 - 0 points-City Forms

TOTAL 100

Written notification of the Selection Committee's ranking of the proposals will be published online and made available to Proposers.

Pricing Proposal (15 Total Points Available) – The Price Proposal Total in accordance with formula provided and, the provided Forms in Section 6.

Calculation of points for cost will be completed as described in the following EXAMPLE using the sum of the total cost.

	Proposal Cost	Lowest Cost Proposed	% of Low	Multiplier	Total Points Assigned
Company #1	\$100,000	\$100,000	100.0%	15	15
Company #2	\$108,000	\$100,000	92.6%	15	13.89
Company #3	\$120,000	\$100,000	83.3%	15	12.495

4.5. The Selection Committee's Recommendation

The proposals will be evaluated based on the factors set forth in the RFP and may be reduced to three (3) or fewer Proposers. Discussions may be conducted with these Proposers to further clarify the City's requirements and the Proposer's proposals. Proposers may be required to make presentations.

The City reserves the right to invite the top-ranked Proposers to attend an interview/oral presentation. This provides an opportunity for the Proposers to clarify or elaborate on their Proposal. This is a fact finding and explanation session only and does not include negotiation. The City's Procurement Services Department will schedule the time and location of the interview or presentation. All interviews or presentations shall be held on site at a City location unless virtual attendance is coordinated in advance with the City, and all costs involved shall be the responsibility of the Proposer. Interviews or presentations are an option of the City and may or may not be conducted. A specific time schedule will be established after the Proposals are received and reviewed. Upon completion of the oral presentation(s), the Committee will re-evaluate, re-rate and re-rank the proposals remaining in consideration based upon the written documents combined with the oral presentation, utilizing the same evaluation criteria detailed herein.

Written notification of the Selection Committee's ranking of the proposals will be published online and made available to Proposers.

SECTION 5 – ADMINISTRATIVE REQUIREMENTS -INSTRUCTIONS TO PROPOSERS AND GENERAL PROVISIONS

5.1. Preparation of the RFP

Proposers are expected to examine this RFP and all related documents. Failure to do so is at the Proposer's risk. Each Proposer shall furnish the information required by the RFP. The Proposer shall print or type the Proposer's name, address and telephone number on the face page, and each continuation sheet must be identified with Proposer's name.

The Proposers shall retain a copy of all documents for future reference. All proposals must be signed with the company or firm's legal name and by an officer or employee having authority to bind the company or firm by his or her signature.

5.2. Submission or Receipt of Proposals

Proposal is to be submitted electronically through the ebidding process via, Bonfire.

Facsimile or e-mail proposals will not be considered. Late proposals and modifications will not be considered. Failure to follow the instructions in the RFP is cause for rejection of offer.

This form may be signed by ink signature, copy of ink signature, copy of signature, e-signature or any other form of signature. By submitting this proposal, the Proposer agrees that its signature will have the same legal effect as an original ink signature. This form may be signed by ink signature, copy of ink signature, copy of signature, e-signature or any other form of signature. By submitting this proposal, the Proposer agrees that its signature will have the same legal effect as an original ink signature.

5.3. Right to Reject Proposal

Right is reserved to reject any or all proposals for any reason and to disregard typographical, mathematical, or obvious errors. The City will not pay any costs incurred by any Proposers in the preparation of proposals or presentations.

5.4. Explanations

Explanations or instructions shall not materially alter the RFP unless they are in writing. Oral explanations or instructions given before the award of the Agreement will not be binding. If necessary, a written addendum to the RFP will be issued by the City of Tarpon Springs through Bonfire: (<https://ctsfl.bonfirehub.com/portal/?tab=openOpportunities>). **Responses will not be made to questions submitted after the deadline.**

5.5. Acceptance of Offer

The signed proposal shall be considered an offer on the part of the Proposer.

5.6. Modification or Withdrawal of Offer

An offer may not be modified, withdrawn, or canceled by the Proposer for 90 days following the time and date designated for the opening of proposals (except when requested by the City for clarification, presentation or best and final offers) and the Proposer so agrees by submitting its proposal.

5.7. Discrepancies, Errors, and Omissions

Any discrepancies, errors, or ambiguities in the RFP or addenda (if any) should be reported in writing to the City's Procurement Services Department. Should it be found necessary, a written addendum will be incorporated in the RFP and will become part of the Agreement. The City will not be responsible for any oral instructions, clarifications, or other communications.

5.8. Disqualification

The City reserves the right to disqualify offers before or after opening, upon evidence of collusion with intent to defraud or other illegal practices on the part of the Proposers.

5.9 Mistakes

Due care and diligence have been used in preparing these specifications and related information. However, no warranties are made as to the accuracy and completeness of the required information. It is the responsibility of the Proposer to ensure that they have all the information necessary to affect their proposal. The City will not be responsible for the failure on the part of the Proposer to determine the full extent of the risk exposure and scope of work required to effectively perform under contract. Proposers are expected to examine the conditions, scope of work, special conditions, technical specifications, and all instructions pertaining to services involved. Failure to do so will be at Proposer's risk.

5.10. Taxes

The City does not pay Federal Excise and Sales Taxes or State Excise and Use Taxes. The Tax Exemption Number is 85-8012621696C-2.

5.11. Governmental Restrictions

In the event any governmental restrictions may be imposed which would necessitate alteration of the services offered in this proposal prior to their beginning of work, it shall be the responsibility of the successful Proposer to notify the City of Tarpon Springs at once, indicating in writing the specific regulation which required an alteration. City reserves the right to accept any such alteration, including any price adjustments occasioned thereby, or to cancel the contract at no expense to City.

5.12. Advertising

In submitting a proposal, Proposer agrees not to use the results as a part of any advertising.

5.13. Excess Reprocurement Liability

Contractor shall be liable to City for all expenses incurred by City in re-procuring elsewhere the same or similar services offered by Contractor hereunder, should contractor fail to perform. Such re-procurement expense obligation by contractor shall be limited to the excess over the agreed upon price.

5.14. Waiver of Breach

No waiver of any breach of this agreement shall be held to be a waiver of any subsequent breach of this agreement.

5.15. Entire Agreement

This agreement contains the entire understanding of the parties and supersedes all previous verbal and written agreements; there are no other agreements, representations or warranties not set forth herein. In the event any portion of this agreement shall be declared by any court of competent jurisdiction to be invalid or unenforceable, the parties agree that such invalid or unenforceable portion shall be severable, and the contract shall be treated as though that portion had never been part of this agreement.

5.16. Execution of Agreement

The individual, firm, or corporation to which the Agreement has been awarded shall sign the necessary Agreement entering into a contract with the City and return it to the City within ten (10) business days from the date the final approved Agreement has been received by the successful Contractor. The Agreement shall not be considered binding upon the City until it has been properly executed.

5.17. Proposer Expenses

The City is not responsible for any expenses that Proposer may incur in preparing and submitting responses called for in this request. The City will not pay for any such expenses and will not be liable for any costs incurred by the Proposer in connection with any interviews/presentations.

5.18. Public Records Law

The Contractor shall comply with all applicable requirements contained in the Florida Public Records Law, including but not limited to any applicable provisions in Florida Statutes § 119.0701. Pursuant to that statute, the Contractor shall:

(a) Keep and maintain public records required by the City to perform the services provided hereunder.

(b) Upon request from the City's custodian of public records, provide the City with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.

(c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law for the duration of the term of this Agreement and following completion of this Agreement if the Contractor does not transfer the records to the City.

(d) Upon completion of the Agreement, transfer, at no cost, to the City all public records in the possession of the Contractor or keep and maintain public records required by the City to perform the service. If the Contractor transfers all public records to the City upon completion of the Agreement, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the Agreement, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City, upon request from the City's custodian of public records, in a format that is compatible with the information technology systems of the City.

If the Contractor fails to comply with the requirements in this Section, the City may enforce these provisions in accordance with the terms of this Agreement. If the Contractor fails to provide the public records to the City within a reasonable time, it may be subject to penalties under Section 119.10, Florida Statutes.

PUBLIC RECORDS CUSTODIAN

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:

**CITY CLERK
410 NORTH RING AVENUE**

TARPON SPRINGS, FL 34689
727-942-5614
CITYCLERK@CTSFL.US

5.19. Compliance with Laws

a. General. Contractor must procure all permits and licenses and pay all charges and fees necessary and incidental to the lawful conduct of business. Contractor must stay fully informed of existing and future federal, state, and local laws, ordinances, and regulations that in any manner affect the fulfillment of this Agreement and must comply with the same at its own expense. Contractor bears full responsibility for training, safety, and providing necessary equipment for all Contractor personnel to achieve throughout the term of the Agreement. Upon request, Contractor will demonstrate to the City's satisfaction any programs, procedures, and other activities used to ensure compliance.

b. Drug-Free Workplace. Contractor is hereby advised that the City has adopted a policy establishing a drug-free workplace for itself and those doing business with the City to ensure the safety and health of all persons working on City contracts and projects. Contractor will require a drug-free workplace for all Contractor personnel working under this Agreement. Specifically, all Contractor personnel who are working under this Agreement must be notified in writing by Contractor that they are prohibited from the manufacture, distribution, dispensation, possession, or unlawful use of a controlled substance in the workplace. Contractor agrees to prohibit the use of intoxicating substances by all Contractor personnel and will ensure that Contractor personnel do not use or possess illegal drugs while in the course of performing their duties.

c. Federal and State Immigration Laws. Contractor agrees to comply with the Immigration Reform and Control Act of 1986 (IRCA) in performance under this Agreement and to permit the City and its agents to inspect applicable personnel records to verify such compliance as permitted by law. Contractor will ensure and keep appropriate records to demonstrate that all Contractor personnel have a legal right to live and work in the United States.

(i) As applicable to Contractor, under this provision, Contractor hereby warrants to the City that Contractor and each of its subcontractors will comply with, and are contractually obligated to comply with, all federal immigration laws and regulations that relate to their employees (hereinafter "Contractor Immigration Warranty").

(ii) A breach of the Contractor Immigration Warranty will constitute as a material breach of this Agreement and will subject Contractor to penalties up to and including termination of this Agreement at the sole discretion of the City.

(iii) The City retains the legal right to inspect the papers of all Contractor personnel who provide services under this Agreement to ensure that Contractor or its subcontractors are complying with the Contractor Immigration Warranty. Contractor agrees to assist the City regarding any such inspections.

(iv) The City may, at its sole discretion, conduct random verification of the employment records of Contractor and any subcontractor to ensure compliance with the Contractor Immigration Warranty. Contractor agrees to assist the City in regard to any random verification performed.

(v) Neither Contractor nor any subcontractor will be deemed to have materially breached the Contractor Immigration Warranty if Contractor or subcontractor establishes that it has complied with the employment verification provisions prescribed by Sections 274A and 274B of the Federal Immigration and Nationality Act.

d. Nondiscrimination. Contractor represents and warrants that it does not discriminate against any employee or applicant for employment or person to whom it provides services because of race, color, religion, sex, national origin, or disability, and represents and warrants that it complies with all applicable federal, state, and local laws and executive orders regarding employment. Contractor and Contractor's personnel will comply with applicable provisions of Title VII of the U.S. Civil Rights Act of 1964, as amended, Section 504 of the Federal Rehabilitation Act, the Americans with Disabilities Act (42 U.S.C. § 12101 et seq.), and applicable rules in performance under this Agreement.

5.20. Governing Law; Consent to Jurisdiction

The laws of the State of Florida shall govern the rights, obligations, duties and liabilities of the Parties to this Agreement and shall govern the interpretation of this Agreement. Any and all legal or equitable actions necessary to enforce this Agreement shall be held and maintained solely in the state and federal courts in and for Pinellas County, Florida. Venue shall lie exclusively in Pinellas County.

5.21. Attorney's Fees

In any civil, administrative, bankruptcy, or other proceeding concerning the interpretation, performance or enforcement of this Agreement, each Party shall pay all of their own costs, attorneys' fees and expenses, including all costs, fees, and expenses incurred in any administrative hearing, trial, appeal, and mediation. Each Party hereby waives any award of attorney fees it might otherwise recover as the prevailing Party in such proceedings.

5.22. Force Majeure

In the event that either party hereto shall be delayed or hindered in or prevented from the performance required hereunder by reason of strikes, lockouts, labor troubles, failure of power, riots, insurrection, war, acts of God, or other reason of like nature not the fault of the party delayed in performing work or doing acts ("Permitted Delay"), such party shall be excused for the period of time equivalent to the delay caused by such Permitted Delay. Notwithstanding the foregoing, any extension of time for a Permitted Delay shall be conditioned upon the party seeking an extension of time delivering written notice of such Permitted Delay to the other party within ten (10) days of the event causing the Permitted Delay.

5.23. Hold Harmless

The Contractor agrees to indemnify, hold harmless, and defend City of, from, and against all liability and expense, including reasonable attorney's fees, in connection with any and all claims whatsoever for personal injuries or property damage caused by the negligent or deliberate act or omission of the Contractor, its agents, officers, employees, and all other persons as a result of the performance of the services. This includes claims made by the employees of the Contractor against the City of Tarpon Springs and Contractor hereby waives its entitlement, if any, to immunity under Section 440.11, Florida Statutes. This shall not be construed in any way as a waiving of any immunity the City may have under the Doctrine of Sovereign Immunity or of 768.28, Florida Statutes.

5.24. Public Entity Crimes

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of

real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

5.25. Award Without Discussion

The City may award the Agreement on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the Proposer's best terms from a cost or price and technical standpoint.

5.26. Award of Agreement

An award shall be made to the responsible Proposer whose proposal is determined, in writing, to be the most advantageous to the City, taking into consideration price and the evaluation factors set forth in the RFP.

5.27. Non-budgeted Funds

In the event that sufficient budgeted funds are not available for a new fiscal period, the City shall notify the Proposer of such occurrence, and the contract shall terminate on the last day of the current fiscal year without penalty or expense to the City.

5.28. Disputes and Complaints

All complaints or grievances shall be in accordance with the City of Tarpon Springs Ordinance No. 2008-15.

5.29. Assignment

No assignment of this Agreement or any right or responsibility occurring under this Agreement, shall be made in whole or in part by the Contractor without the express written consent of the City. The City shall have the right to approve or deny, with or without cause, any proposed or actual assignment by the Contractor. Any assignment of this Agreement made by the Contractor without the express written consent of the City shall be null and void and shall be grounds for the City to declare a default of this Agreement. If any assignment is approved by the City, the assignee shall fully and expressly assume all of the obligations, duties, and liabilities of the Contractor under this Agreement.

5.30. Prohibition Against Considering Social, Political Or Ideological Interests In Government Contracting -- F.S. 287.05701:

Bidders are hereby notified of the provisions of section 287.05701, Florida Statutes, as amended, that the City will not request documentation of or consider a Bidder's social, political, or ideological interests when determining if the Bidder is a responsible Bidder. Bidders are further notified that the City's governing body may not give preference to a Bidder based on the Bidder's social, political, or ideological interests.

5.31. Cooperative Use of Contract

The City has entered into various cooperative purchasing agreements with other Florida government agencies, including the Tampa Bay Area Purchasing Cooperative. Under a Cooperative Purchasing Agreement, any contract may be extended for use by other municipalities, school districts and government agencies in the State of Florida with the approval of Contractor. Any such usage by other entities must be in accordance with the statutes, codes, ordinances, charter and/or procurement rules and regulations of the respective government agency.

Orders placed by other agencies and payment thereof will be the sole responsibility of that agency. The City is not responsible for any disputes arising out of transactions made by others.

SECTION 6 – PROPOSAL FORMS

Vendor Information
Non-Collusion Affidavit
Drug Free Workplace Certification
Lobbying and Conflict of Interest
E-Verify Certification
Scrutinized Companies Certification
Human Trafficking Affidavit

SECTION 7 – ATTACHMENTS AND EXHIBITS

Attachment A – Minimum Insurance Requirements

PROPOSAL FORMS
250071-P-JL. Branding & Marketing Professional Services

VENDOR INFORMATION SHEET

The information below is required to complete your proposal packet. Type or print only.

Company Name: _____
Address 1: _____
Address 2: _____
City: _____
State: _____
Zip Code: _____
Phone Number: _____
Fax Number: _____
Project Contact: _____
e-mail address: _____
Remittance (Payment) Mailing Information
Address 1: _____
Address 2: _____
City: _____ State: _____
Zip Code: _____
Phone Number: _____
Fax Number: _____
Project Contact: _____
e-mail address: _____
Federal Tax ID No.: _____

Tax ID Type: ___ Federal Tax ID ___ Social Security Number

1. The undersigned Proposer proposes and agrees, if this Proposal is accepted, to enter into an Agreement with City of Tarpon Springs to perform as specified and in accordance with the scope of services and the other terms and conditions of the Contract Documents.
2. This Proposal will remain subject to acceptance for 90 days after the day of Proposal opening.
3. In submitting this Proposal; Proposer represents, as more fully set forth in the Agreement, that:
 - (a) Proposer has examined and carefully studied the Proposal Documents and the following Addenda (receipt of all which is hereby acknowledged):

Date	Number	Date	Number
_____	_____	_____	_____
_____	_____	_____	_____
 - (b) Proposer is familiar with and is satisfied as to all federal, state and local Laws and Regulations that may affect furnishing of the Work.
 - (c) This Proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm or corporation and is not submitted in conformity with any

agreement or rules of any group, association, organization or corporation; Proposer has not directly or indirectly induced or solicited any other Proposer to submit a false or sham Proposal; Proposer has not solicited or induced any person, firm or corporation to refrain from bidding; and Proposer has not sought by collusion to obtain for itself any advantage over any other Proposer or over City of Tarpon Springs.

- 4. Proposer will perform scope of services in accordance with the Proposal Documents for prices shown on the Pricing Summary submitted with the Proposal.

Proposer: _____(signature)

RFP No. 250071-P-JL
BRANDING & MARKETING PROFESSIONAL SERVICES
COST PROPOSAL/PRICING SUMMARY

Having become familiar with the scope of services, and having reviewed the City's terms and conditions throughout this RFP and the sample contract, the undersigned proposes to complete execution of the services at the cost proposed herein. All costs submitted are ceiling rates inclusive of any fees associated with the services. The cost shall remain firm for the entirety of the project and resulting contract.

Note: Supplemental Services, the City may have additional services that may be included in the project, this will not be included in the assigned points that are allotted for the Cost Proposal

TASK No.	DESCRIPTION	JOB CATEGORY	Hourly Rate	Total Hours	Total Cost (\$)
1	<i>SITE VISIT (example)</i>	<i>DIRECTOR</i>	<i>205.00</i>	<i>2</i>	<i>\$410.00</i>
	Total Fees (used for determining points)				\$

Supplemental Services (please list any position title and hourly rate for individuals that may be assigned) Position Description:	FEES
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Company: _____

Authorized Representative Printed Name: _____

NON-COLLUSION AFFIDAVIT

I, _____, depose and say that:

1. I am _____ of the firm of _____, the firm submitting the response described in this Request for Proposals for: RFP 230071-P-JL, Executive Search Firm and that I executed the said response with full authority to do so:

2. the prices in this bid have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

3. unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to bid opening, directly or indirectly, to any other bidder or to any competitor; and

4. no attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition;

5. the statements contained in this affidavit are true and correct, and made with full knowledge that the City of Tarpon Springs relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

Signature of Bidder: _____ Date: _____

STATE OF: _____ CITY OF: _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, (name of individual signing) affixed his/her signature in the space provided above on this _____ day of 202__.

NOTARY PUBLIC

My Commission Expires: _____

DRUG FREE WORKPLACE CERTIFICATION

The SIGNED PROPOSER (Below) CERTIFIES that it has implemented a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under quote a copy of the statement specified in subsection 1.
4. In the statement specified in subsection 1, notify the employees that, as a condition of working on the commodities or contractual services that are under quote, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in, drug abuse assistance or rehabilitation program if such is available in employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

Date: _____

Signature: _____

Company: _____

Name: _____
(Typed or Printed)

Address: _____

Title: _____

Phone No: _____

E-Mail: _____

LOBBYING AND CONFLICT OF INTEREST CLAUSE ETHICS CLAUSE

(Company)

_____ warrants that he/it has not employed, retained or otherwise had act on his/its behalf any former City officer or employee or any City officer or employee. For breach or violation of this provision the City may, in its discretion, terminate this contract without liability and may also, in its discretion, deduct from the contract or purchase price, or otherwise recover, the full amount of any fee, commission, percentage, gift, or consideration paid to the former City officer or employee”.

Signature _____

Date: _____

STATE OF: _____ CITY OF: _____
Subscribed and sworn to (or affirmed) before me on (date) by (name of affiant). He/She is personally known to me or has produced as identification. (type of identification)

NOTARY PUBLIC

My commission expires: _____

AGREEMENT EXHIBIT CERTIFICATION

The CITY OF Tarpon Springs ("City"), a municipal corporation with principal offices located at 324 East Pine St, Tarpon Springs FL, 34689, and CONTRACTOR executing this document by and through its authorized agent

The following terms are hereby added to the original Agreement:

1. Scrutinized Companies

By execution of this Agreement, in accordance with the requirements of F.S. 287.135 and F.S. 215.473, Contractor certifies that Contractor is not participating in a boycott of Israel. Contractor further certifies that Contractor is not on the Scrutinized Companies that Boycott Israel list, not on the Scrutinized Companies with Activities in Sudan List, and not on the Scrutinized Companies with Activities in Iran Terrorism Sectors List, nor has Contractor been engaged in business operations in Syria. Subject to limited exceptions provided in state law, the City will not contract for the provision of goods or services with any scrutinized company referred to above. In accordance with Section 287.135, Florida Statutes as amended, a company is ineligible to, and may not, bid on, submit a proposal for, or enter into or renew a contract with any agency or local government entity for goods or services of:

1.1. Any amount if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a boycott of Israel; or

1.2. One million dollars or more if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company:

1.2.1. Is on the Scrutinized Companies with Activities in Sudan List of the Scrutinized Companies with Activities in Iran Terrorism Sectors List, created pursuant to Section 215.473, Florida Statutes; or

1.2.2. Is engaged in business operations in Syria.

1.3. Submitting a false certification, or being placed on a list created pursuant to Section 215.473, Florida Statutes relating to scrutinized active business operations in Iran after Contractor has submitted a certification, shall be deemed a material breach of contract. The City shall provide notice, in writing, to Contractor of the City's determination concerning the false certification. Contractor shall have five (5) days from receipt of notice to refute the false certification allegation. If such false certification is discovered during the active contract term, Contractor shall have ninety (90) days following receipt of the notice to respond in writing and demonstrate that the determination of false certification was made in error. If Contractor does not demonstrate that the City's determination of false certification was made in error then the City shall have the right to terminate the contract and seek civil remedies pursuant to Section 287.135, Florida Statutes, as amended from time to time.

2. E-Verify

As a condition precedent to entering into this Agreement, and in compliance with Section 448.095, Fla. Stat., Contractor and its subcontractors shall, register with and use the E-Verify system to verify work authorization status of all employees hired after January 1, 2021.

Contractor shall require each of its subcontractors to provide Contractor with an affidavit stating that the subcontractor does not employ, contract with, or subcontract with an unauthorized alien. Contractor shall maintain a copy of the subcontractor's affidavit as part of and pursuant to the records retention requirements of this Agreement. City, Contractor, or any subcontractor/subconsultant who has a good faith belief that a person or entity with which it is contracting has knowingly violated Section 448.09(1), Fla. Stat. or the provisions of this section shall terminate the contract with the person or entity. City, upon good faith belief that a subcontractor knowingly violated the provisions of this section; but Contractor otherwise complied, shall promptly notify Contractor and Contractor shall immediately terminate the contract with the subcontractor. An agreement or contract terminated under the provisions of this section is not a breach of contract and may not be considered such. Any agreement or contract termination under the provisions of this section may be challenged pursuant to Section 448.095(2)(d), Fla. Stat. Contractor acknowledges that upon termination of this Agreement by the City for a violation of this section by Contractor, Contractor may not be awarded a public contract for at least one (1) year. Contractor further acknowledges that Contractor is liable for any additional costs incurred by the City as a result of termination of any contract for a violation of this section. Contractor or subcontractor shall insert in any subcontracts the clauses set forth in this section; requiring the subcontractors to include these clauses in any lower tier subcontracts. Contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in this section.

ATTEST

Company Name

Signature of Corporate Secretary

Signature

Type/Print Name of Corporate Secy.

Type/Print Name

Date

Date

(CORPORATE SEAL)

Affidavit of Compliance with Anti-Human Trafficking Laws

In accordance with section 787.06 (13), Florida Statutes, the undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury that:

1. Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes, entitled "Human Trafficking".

The undersigned is authorized to execute this affidavit on behalf of Entity.

Date: _____, 20____ Signed: _____

Entity: _____ Name: _____

Title: _____

Affidavit of Compliance with Foreign Entity Laws

The undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury as follows:

1. Entity is not owned by the government of a foreign country of concern as defined in Section 287.138, Florida Statutes. (Source: § 287.138(2)(a), Florida Statutes)
2. The government of a foreign country of concern does not have a controlling interest in Entity. (Source: § 287.138(2)(b), Florida Statutes)
3. Entity is not organized under the laws of, and does not have a principal place of business in, a foreign country of concern. (Source: § 287.138(2)(c), Florida Statutes)
4. Entity is not owned or controlled by the government of a foreign country of concern, as defined in Section 692.201, Florida Statutes. (Source: § 288.007(2), Florida Statutes)
5. Entity is not a partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a foreign country of concern, as defined in Section 692.201, Florida Statutes, or a subsidiary of such entity. (Source: § 288.007(2), Florida Statutes)
6. Entity is not a foreign principal, as defined in Section 692.201, Florida Statutes. (Source: § 692.202(5)(a)(1), Florida Statutes)
7. Entity is in compliance with all applicable requirements of Sections 692.202, 692.203, and 692.204, Florida Statutes.
8. (Only applicable if purchasing real property) Entity is not a foreign principal prohibited from purchasing the subject real property. Entity is either (a) not a person or entity described in Section 692.204(1)(a), Florida Statutes, or (b) authorized under Section 692.204(2), Florida Statutes, to purchase the subject property. Entity is in compliance with the requirements of Section 692.204, Florida Statutes. (Source: §§ 692.203(6)(a), 692.204(6)(a), Florida Statutes)
9. The undersigned is authorized to execute this affidavit on behalf of Entity.

Date: _____, 20__

Signed: _____

Entity: _____

Name: _____

Title: _____

MINIMUM INSURANCE REQUIREMENTS

1. Insurance

Contractor shall carry the following minimum types and amounts of insurance at its own expense, for the contract period:

A. General

As part of its proposal, the respondent shall provide evidence of the following described insurance. These insurance requirements shall not limit the liability of the respondent.

The City does not represent these types or amounts of insurance to be sufficient or adequate to protect the respondent's interests or liabilities but are merely minimums.

If requested by the City, the respondent shall furnish complete copies of the respondent's insurance policies, forms, and endorsements. Except for workers' compensation, the respondent's insurance policies shall be endorsed to name the City as an additional insured to the extent of the City's interests arising from this contract or agreement.

The respondent's deductibles/self-insured retention shall be disclosed and may be disapproved by the City. They shall be reduced or eliminated at the option of the City. The respondent is responsible for the amount of any deductible or self-insured retention.

Submitting certificates or other documentation of insurance or policies or copies of policies which indicate less coverage than required does not constitute a waiver or alternation of the minimum required amounts set forth below.

B. Coverage and Limits:

i. Commercial General Liability

Respondent shall maintain Commercial General Liability insurance with minimum limits of \$1,000,000 per claim and \$1,000,000 per occurrence, written on an occurrence basis. All insurance policies shall be from responsible companies duly authorized to do business in the State of Florida and have a minimum rating of "A-" as assigned by AM Best. The City shall be named as an additional insured on such policy(ies) and shall be given thirty (30) days' written notice of cancellation, non-renewal, or adverse change to any policies.

Respondent shall, at the request of the City, provide an indication of the amount of claims payments or reserves chargeable to the aggregate amount of liability coverage. Coverage A shall include premises, operations, products and completed operations, independent vendors, contractual liability covering this agreement or contract, and broad form property damage coverage.

Coverage B shall include personal injury.

Coverage C, medical payments, is not required.

ii. Business Auto Liability

Respondent shall maintain Business Auto Liability insurance with minimum limits of \$500,000 per claim and \$500,000 per occurrence, written on an occurrence basis. All insurance policies shall be from responsible companies duly authorized to do business in the State of Florida and have a minimum rating of "A-" as assigned by AM Best. The

City shall be named as an additional insured on such policy(ies) and shall be given thirty (30) days' written notice of cancellation, non-renewal, or adverse change to any policies. Business Auto Liability coverage is to include bodily injury and property damage arising out of operation, maintenance, or use of any auto, including owned, non-owned, and hired automobiles and employee non-ownership use.

iii. Workers' Compensation Coverage

The respondent shall purchase and maintain workers' compensation insurance for all workers' compensation obligations imposed by state law and employers' liability limits of at least \$100,000 each accident and \$100,000 each employee, \$500,000 policy limit for disease.

The respondent shall also purchase any other coverage required by law for its employees.

iv. Professional Liability (errors and omissions) Coverage

Professional liability (errors and omissions) insurance with minimum limits of \$500,000 per claim and \$500,000 per occurrence, written on an occurrence basis. All insurance policies shall be from responsible companies duly authorized to do business in the State of Florida and have a minimum rating of "A-" as assigned by AM Best. The City shall be named as an additional insured on such policy(ies) and shall be given thirty (30) days' written notice of cancellation, non-renewal, or adverse change to any policies.

C. Insurance of the Respondent Primary

Insurance required of the respondent shall be considered primary.



Memorandum

Date: May 27, 2025
To: Mayor and Board of Commissioners
Through: Janina Lewis, Procurement Services Director
From: Patricia Hall, Senior Procurement Analyst
Subject: Award File No. 250164-C-PH, Sidewalk Improvement Program (**Bob Robertson Interim Public Works Director, Tony Mannello Streets & Stormwater Supervisor, Janina Lewis Procurement Services Director**)

Recommendation

Award File No. 250164-C-PH, Sidewalk Improvement Plan, utilizing the City of Temple Terrace Bid No. 21-009, Continuing Contract for Miscellaneous Concrete Flat Work, with C&T Contracting Services LLC for the period of May 27, 2025 through May 26, 2026 in an estimated annual amount of \$530,943.00 for the Public Works Department – Streets and Stormwater Division.

Background

The purpose of this contract is to provide all labor, supervision, materials, equipment and incidentals required for sidewalk construction in accordance with all applicable FDOT, Pinellas County and the City of Tarpon Springs design standards. Attached is a prioritized list of the work to be done (see attached memo).

The City of Temple Terrace competitively bid these services and the contract was awarded to C&T Contracting Services LLC. Contractors awarded under this bid may permit any municipality or other governmental agency to participate in the Agreement under the same prices, terms and conditions.

Funding

Funding is available in the Capital Project Fund – Road Program, account No. 301-8402-541.6300 - \$400,315, and CRA Fund account No. 154-1682-559.6300 - \$130,628.

Strategic Plan Objective

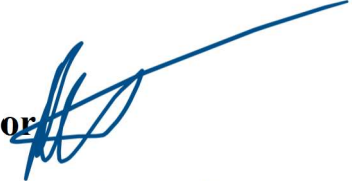
N/A



Public Works Department

Streets & Stormwater Division

To: Janina Lewis, Procurement Director

Through: Bob Robertson, Interim Public Works Director 

From:  Anthony "Tony" Mannello, Streets & Stormwater Supervisor

Date: 5-15-2025

Subject: Annual Sidewalk Construction FY25

The Public Works Department is submitting the locations for 2025 Sidewalk Construction and requesting approval, on May 27th, BOC meeting agenda. Recommended locations as well as potential optional locations listed on the attached table.

We recommend moving forward with C&T contractors with the piggyback off the Continuing Contract for Misc Concrete Flat work Bid #21-009 for the City of Temple Terrace as well as Extension contract dated 5/31/2024 (*Attached*).

Funding for the Project will be from Account # 301-8402-541.63-00, Project #TR2501, in the amount of \$400,315. These funds and account numbers have been verified by the Finance Director.

Additional Funding for the Project will be from CRA Account #154-1682-559.6300, Project #TR2501, in the amount of \$130,628. These funds and account numbers have been verified by the Finance Director.

FUNDING	
Annual Sidewalk Fund 301-8402-541.63-00, Project #TR2501 (Amount: \$400,315)	
CRA Account #154-1682-559.6300, Project #TR2501	(Amount: \$130,628)

Proposed FY25 Sidewalk Locations

ADDRESS	ADA RAMPS	ADA FDOT Yellow	4' & 5' Widths	LENGTH OF AREA TO CLEAR AND					
	QNTY	QNTY	QNTY	QNTY	TOTAL				
*Tarpon Av CRA (Levis to Ring Av, both sides)	6	6	1,280	1,280	\$130,628.00	\$130,628.00			
*Tarpon Av (Huey to Levis, both sides)	12	12	3,956	3,956	\$261,255.00	\$261,255.00		BUDGET	
1610 Seabreeze To 1674 Seabreeze	0	0	2,500	2,500	\$130,000.00	\$130,000.00		\$400,000.00	
Peninsula Ave & Riverside Dr.	1	1	35	35	\$2,820.00	\$2,820.00		+	
624 Kenneth Way South to 620 Kenneth Way	0	0	120	120	\$6,240.00	\$6,240.00		CRA	
						\$530,943.00		\$130,628.00	
								TOTAL	
								\$530,628.00	
								Requesting Additional	
								\$315.00	

Alternate FY25 Sidewalk Locations

1611 Seabreeze To 1676 Seabreeze	0	\$850.00	\$ -	0	\$150.00	\$ -	2,711	\$32.00	\$86,752.00	2,711	\$20.00	\$54,220.00	\$140,972.00
Riverside From Peninsula Ave To Wideview North Si	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	357	\$32.00	\$11,424.00	357	\$20.00	\$7,140.00	\$20,564.00
Highland (Lime to Oakwood east side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	275	\$32.00	\$8,800.00	275	\$20.00	\$5,500.00	\$16,300.00
S Disston at Intersection of E Curlew	3	\$850.00	\$2,550.00	3	\$150.00	\$450.00	26	\$32.00	\$832.00	26	\$20.00	\$520.00	\$4,352.00
624 Kenneth Way North to 628 Kenneth Way	0	\$850.00	\$ -	0	\$150.00	\$ -	126	\$32.00	\$4,032.00	126	\$20.00	\$2,520.00	\$6,552.00
Forbes Trc ADA Crossing @ Ironworks Ln. West Si	1	\$850.00	\$850.00	1	\$150.00	\$150.00	5	\$32.00	\$160.00	5	\$20.00	\$100.00	\$1,260.00
Forbes Trc ADA Crossing @ Ironworks Ln. East Sid	1	\$850.00	\$850.00	1	\$150.00	\$150.00	10	\$32.00	\$320.00	10	\$20.00	\$200.00	\$1,520.00
615 N. Jasmine south to Melon (west side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	325	\$32.00	\$10,400.00	325	\$20.00	\$6,500.00	\$18,900.00
S. Disston Av from E. Curlew to Ivey Ln (west side &	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	155	\$32.00	\$4,960.00	155	\$20.00	\$3,100.00	\$10,060.00
507 Ivey Ln, east to S. Disston (north side)	1	\$850.00	\$850.00	1	\$150.00	\$150.00	166	\$32.00	\$5,312.00	166	\$20.00	\$3,320.00	\$9,632.00
506 Ivey Ln, east to S. Disston (south side)	1	\$850.00	\$850.00	1	\$150.00	\$150.00	166	\$32.00	\$5,312.00	166	\$20.00	\$3,320.00	\$9,632.00
Sandy Hollow Rd to Crescent Ct (south/east side) *6	0	\$850.00	\$ -	0	\$150.00	\$ -	90	\$32.00	\$2,880.00	90	\$20.00	\$1,800.00	\$4,680.00
Boyer from Disston to Levis (North side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	650	\$32.00	\$20,800.00	650	\$20.00	\$13,000.00	\$35,800.00
Lime from Disston to Levis (North side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	650	\$32.00	\$20,800.00	650	\$20.00	\$13,000.00	\$35,800.00
700 to 712 Pent St	0	\$850.00	\$ -	0	\$150.00	\$ -	97	\$32.00	\$3,104.00	97	\$20.00	\$1,940.00	\$5,044.00
700 to 704 Cypress St	0	\$850.00	\$ -	0	\$150.00	\$ -	142	\$32.00	\$4,544.00	142	\$20.00	\$2,840.00	\$7,384.00
Lime from Safford to Grosse(North side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	620	\$32.00	\$19,840.00	620	\$20.00	\$12,400.00	\$34,240.00
Oakwood from Grosse to Levis (South side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	600	\$32.00	\$19,200.00	600	\$20.00	\$12,000.00	\$33,200.00
Harrison from Lincoln to Grosse (North side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	309	\$32.00	\$9,888.00	309	\$20.00	\$6,180.00	\$18,068.00
Levis from Boyer to Lime (East Side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	294	\$32.00	\$9,408.00	294	\$20.00	\$5,880.00	\$17,288.00
Grosse from Morgan to Harrison (West Side)	2	\$850.00	\$1,700.00	2	\$150.00	\$300.00	144	\$32.00	\$4,608.00	144	\$20.00	\$2,880.00	\$9,488.00
610 Grosse north to MLK	1	\$850.00	\$850.00	1	\$150.00	\$150.00	200	\$32.00	\$6,400.00	200	\$20.00	\$4,000.00	\$11,400.00
524 Grosse North to Oakwood (West Side)	1	\$850.00	\$850.00	1	\$150.00	\$150.00	245	\$32.00	\$7,840.00	245	\$20.00	\$4,900.00	\$13,740.00
Lincoln from Lime to Oakwood (West Side)	1	\$850.00	\$850.00	1	\$150.00	\$150.00	157	\$32.00	\$5,024.00	157	\$20.00	\$3,140.00	\$9,164.00
302 to 316 Boyer St	0	\$850.00	\$ -	0	\$150.00	\$ -	166	\$32.00	\$5,312.00	166	\$20.00	\$3,320.00	\$8,632.00
Bayshore From Sunset to West Bayshore (West side)	4	\$850.00	\$3,400.00	4	\$150.00	\$600.00	2,200	\$32.00	\$70,400.00	2,200	\$20.00	\$44,000.00	\$118,400.00
		\$850.00	\$ -	0	\$150.00	\$ -	0	\$32.00	\$ -	0	\$20.00	\$ -	
TOTAL:	65			65			20,213			20,213		99660	
													\$1,002,387.00

PUBLIC WORKS
2025
PROPOSED SIDEWALK LIST
With ADA Compliance Modifications

2025 Recommended

Location	Address	ADA Ramp(s)	Width (ft)	Length (ft)	Cost
1	Tarpon Av (Ring Av. to Levis, both sides) (CRA portion)	6	5	1,280	\$130,628
2	Tarpon Av (Huey to Levis, both sides)	12	5	3,956	\$261,255
3	1610 Seabreeze To 1674 Seabreeze	0	4	2500	\$130,000
4	Peninsula Av & Riverside Dr	1	4	35	\$2,820
5	624 Kenneth Way South to 620 Kenneth Way	0	4	120	\$6,240
				TOTAL	\$530,943

ACCOUNT NUMBER(s)

Annual Sidewalk Fund 301-8402-541.63-00, Project #TR2501 (Amount: \$400,315)
 CRA Account #154-1682-559.6300, Project #TR2501 (Amount: \$130,628)

Location 1

Description: Tarpon Av (Ring to Levis, both sides)
Install 1,280' of new sidewalk (5-foot wide)

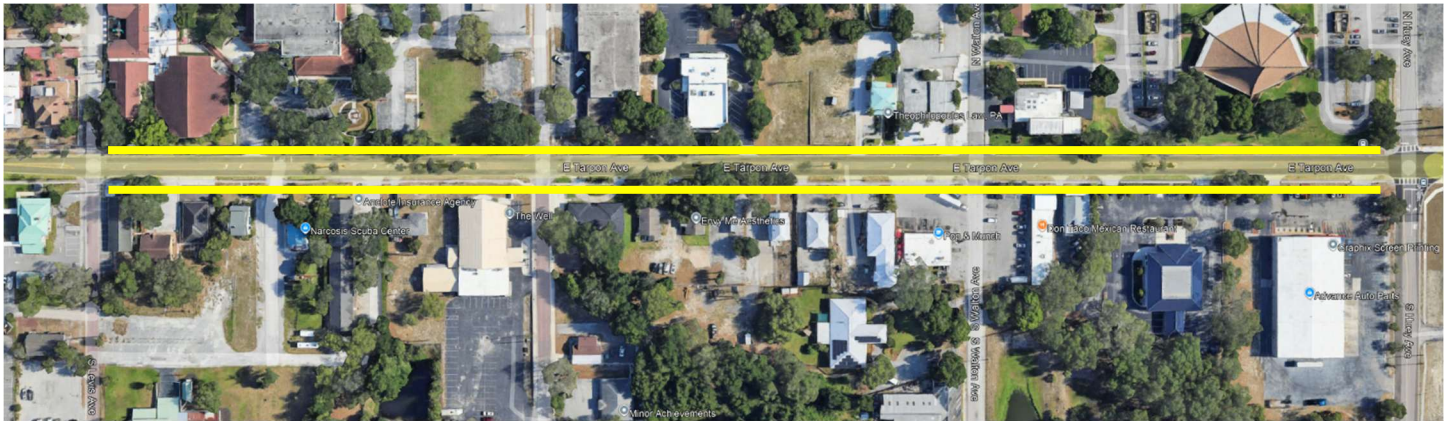
ADA: 6 Ramps W/Pad



Location 2

Description: Tarpon Av (Huey to Levis, both sides)
Install 3,956' of new sidewalk (5-foot wide)

ADA: 16 Ramps W/Pad

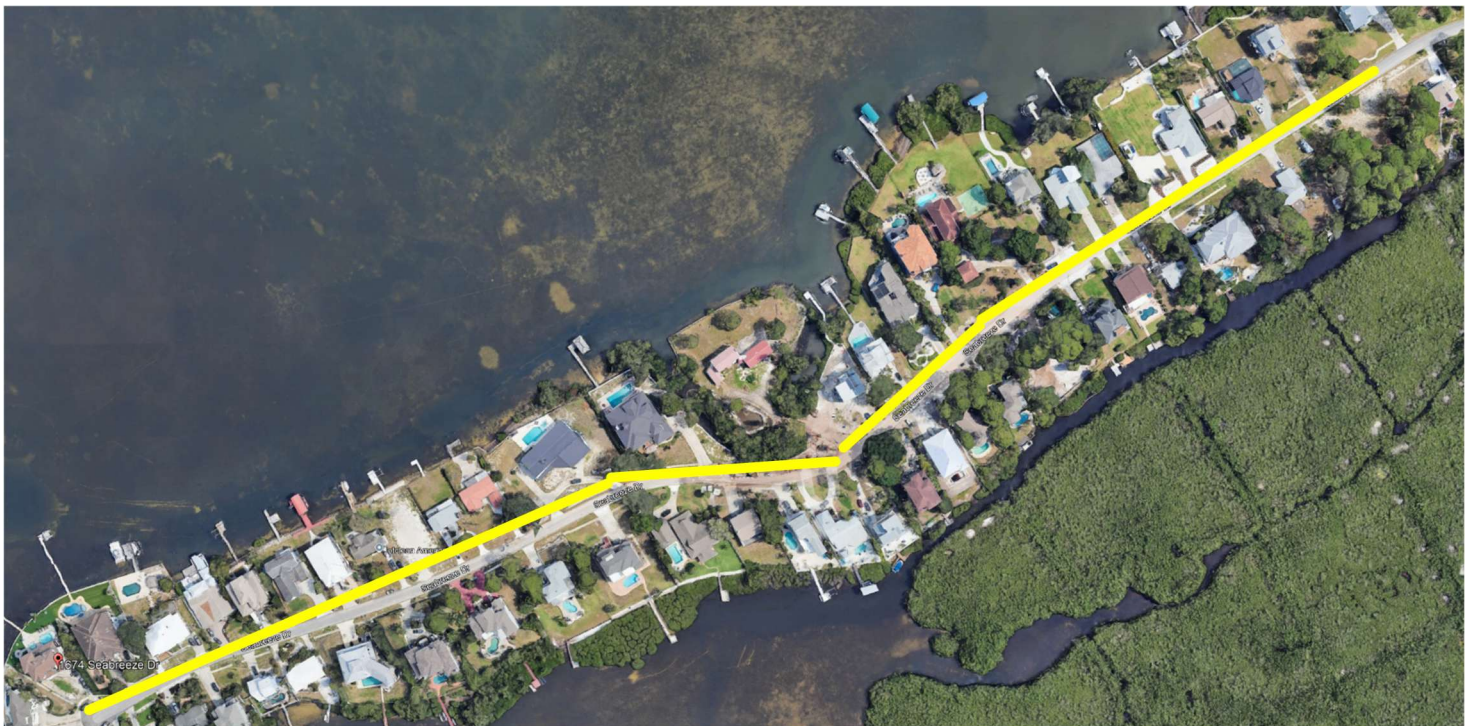


Location 3

Description: 1610 Seabreeze To 1674 Seabreeze (Fill all gaps).

Install 2,500 of new sidewalk

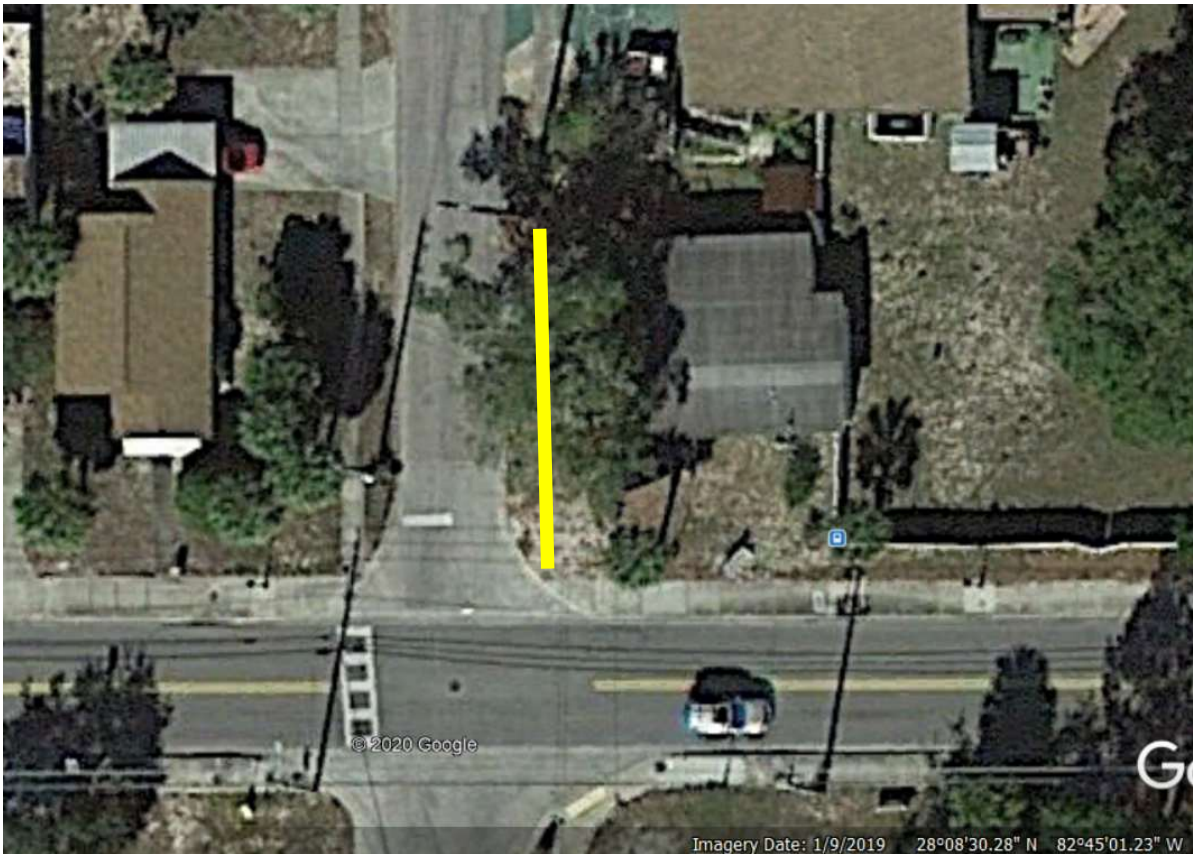
ADA: 0 Ramps W/Pad



Location 4

Description: Peninsula Ave & Riverside Dr.
Install 35' of new sidewalk

ADA: 1 Ramps W/Pad



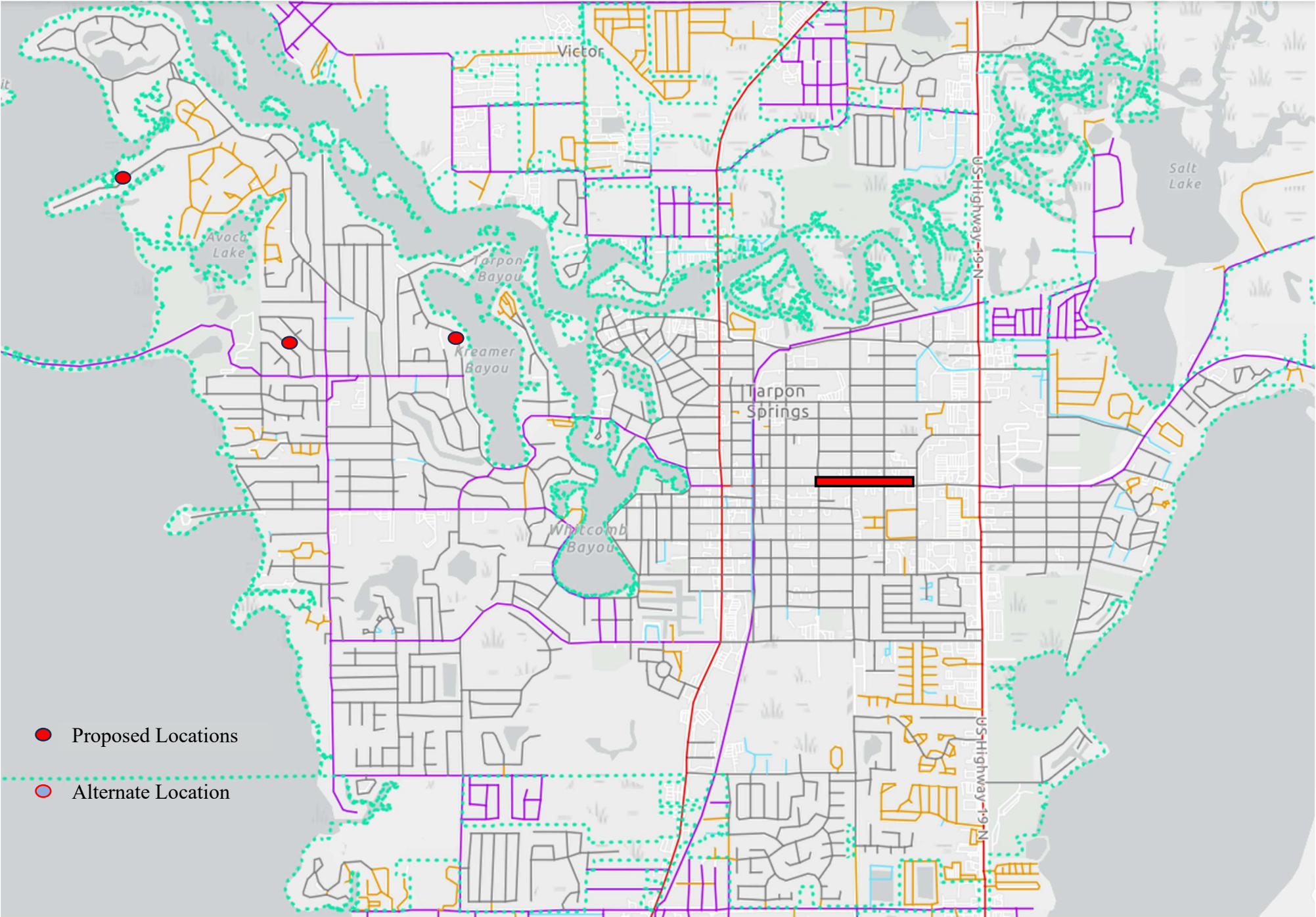
Location 5

Description: 624 Kenneth Way North to 620 Kenneth Way. Install 120' of new sidewalk

ADA: 0 Ramps W/Pad



FY2025 Prioritized Sidewalk Locations - Citywide





TEMPLE TERRACE

Amazing City. Since 1925.

May 28, 2024

Chris Telson, Managing Partner
C&T Contracting Services, LLC
1249 Woodlawn Terrace
Clearwater, FL 33755

RE: Extension of the Continuing Contract for Miscellaneous Concrete Flat Work Bid No. 21-009 with the City of Temple Terrace

Dear Mr. Telson:

This letter serves as the formal agreement between the City of Temple Terrace, Florida and C&T Contracting Services, LLC, to extend the existing "Agreement for **Miscellaneous Concrete Flat Work**", dated August 3, 2021, (attached hereto) for an additional one (1) year through August 3, 2025. This agreement will be the second of three one-year allowable extensions to the original contract.

IN WITNESS WHEREOF, the Parties have hereunto set their hands and seals this 31st day of May, 2024.

Owner:

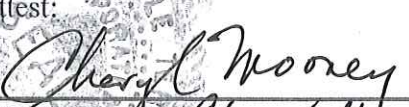
CITY OF TEMPLE TERRACE

By: 

Print Name: CARLOS BALA

Title: City Manager

Attest:

 
Print Name: Cheryl Mooney

Title: City Clerk

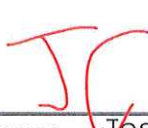
CONTRACTOR

By: 

Print Name: Chris Telson

Title: Managing Member

Attest:


Print Name: Jose Cisneros

Title: Managing Member

Utilities Department

11210 NORTH 53rd STREET • TEMPLE TERRACE, FLORIDA 33617
PHONE 813.506.6570 • FAX 813.506.6571 • www.templeterrace.gov

RESOLUTION 78-21

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPLE TERRACE, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACTS WITH AJAX PAVING INDUSTRIES OF FLORIDA, LLC, AMERICAN CONSTRUCTION SERVICES, INC., AZIZ CONSTRUCTION COMPANY, INC., C&T CONTRACTING SERVICES, LLC, HARBOR CONTRACTING, LLC, MAILLOUX & SONS, INC., AND TAMPA BAY CONSTRUCTION & ENGINEERING, INC. TO CONDUCT AS NEEDED MISCELLANEOUS CONCRETE FLAT WORK FOR AN INITIAL TWO-YEAR TERM WITH THE OPTION OF THREE ONE-YEAR EXTENSIONS; ESTABLISHING AN EFFECTIVE DATE.

Whereas, in May 2021, the City advertised an Invitation to Bid (21-009) for miscellaneous concrete flat work. This Invitation to Bid provided for an initial two-year contract with the option to renew the contract for up to three additional one-year terms; and

Whereas, the Invitation to Bid further provided for the City to select numerous contractors to address concrete flat work needs and included Federal language that permits the City to utilize this contract for Community Development Block Grant work moving forward; and

Whereas, it is the City's intent to review costs associated with the identified concrete flat work and determine the appropriate contractor to conduct the selected work element. Work assignments will be based on the bid pricing, availability to complete the work timely, as well as workmanship to ensure the City receives the highest quality of work for the bid price given; and

Whereas, a total of seven contractors submitted bid tabulation sheets for miscellaneous concrete flat work including, sidewalk, curb and gutter, driveway aprons, and sod. All seven contractors met the City's requirements to conduct concrete flat work and are listed below:

- Ajax Paving Industries of Florida, LLC
- American Construction Services, Inc.
- Aziz Construction Company, Inc.
- C&T Contracting Services, LLC
- Harbor Contracting, LLC
- Mailloux & Sons, Inc.
- Tampa Bay Construction & Engineering, Inc.

Now, Therefore, be it Resolved by the City Council of the City of Temple Terrace, that:

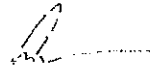
1. City Council authorizes the City Manager to execute contracts with Ajax Paving Industries of Florida, LLC, American Construction Services, Inc., Aziz Construction Company, Inc., C&T Contracting Services, LLC, Harbor Contracting, LLC, Mailloux & Sons, Inc., and Tampa Bay Construction & Engineering, Inc.

2. This Resolution shall become effective immediately.

Passed and Adopted by the City Council of the City of Temple Terrace, Florida, this 3rd
Day of August, 2021.

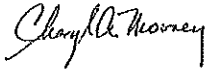
(Corporate Seal)



X 

Andrew Ross, Mayor
Chair of the City Council
Signed by: City Clerk

Attest:

X 

Cheryl A. Mooney
City Clerk
Signed by: City Clerk



Public Works Department

Streets & Stormwater Division

To: Janina Lewis, Procurement Director

Through: Bob Robertson, Interim Public Works Director 

From:  Anthony "Tony" Mannello, Streets & Stormwater Supervisor

Date: 4-29-2025

Subject: Tarpon Avenue Bump-out Removal – Additional Parking

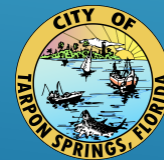
The Public Works Department is submitting 2 locations for bump-out removal to provide 5 additional parking spots on Tarpon Avenue east of Ring Avenue approval, for the May 27th BOC meeting agenda. Summary of proposed project will be done in house, and details are shown on the attached PowerPoint presentation below.

Funding for the Project will not be requested, as this will be completed in house by our Streets & Stormwater Division, Streets Section with available operating budget funds.

TARPON AVENUE PARKING MODIFICATIONS

Bump-out Removal

Public Works



Streets & Stormwater
Division

PURPOSE

The purpose of this Project is to maximize parking in the downtown area by utilizing existing space.

Scope of Work:

To remove existing landscape islands (bump-outs) and replace with additional visitor parking to enjoy downtown events and patronize our local businesses.

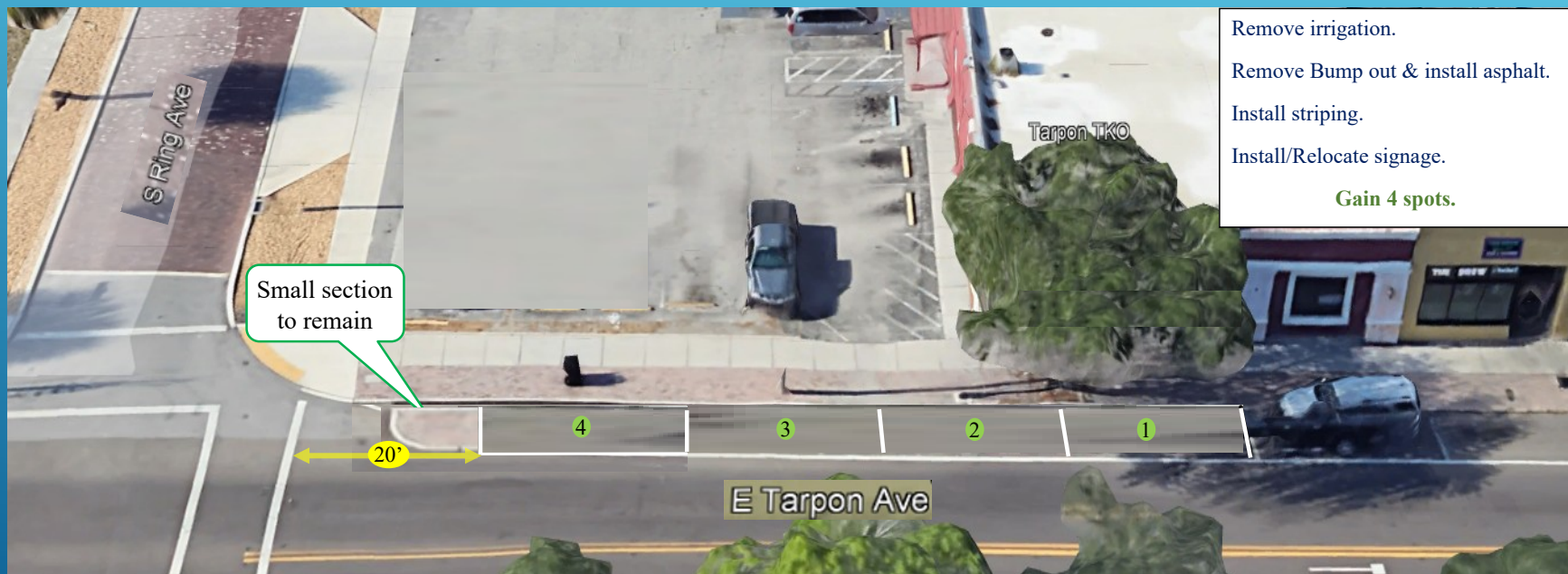
EXISTING CONDITIONS *(BEFORE)*

South side - Eastbound



POST PROJECT CONDITIONS *(AFTER)*

South side - Eastbound



EXISTING CONDITIONS *(BEFORE)*

North side - Westbound



POST PROJECT CONDITIONS *(AFTER)*

North side - Westbound



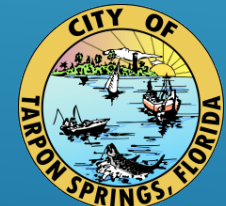
BENEFITS

- Provides additional 5 parking spots for downtown accessibility.
- Provides additional space for vendors during events.
- Completed by In-House staff with only the cost of asphalt needed.
- Can be completed quickly. (*within 2-3 days after approval*)
- Eliminates cost of continual landscape maintenance.
- Reduces cost of irrigation.
- Reduces amount of mulch entering roadway and stormwater system.
- Reduces potential trip hazards.

TARPON AVENUE PARKING MODIFICATIONS

Bump-out Removal

Public Works



Streets & Stormwater Division

PURPOSE

The purpose of this Project is to maximize parking in the downtown area by utilizing existing space.

Scope of Work:

To remove existing landscape islands (bump-outs) and replace with additional visitor parking to enjoy downtown events and patronize our local businesses.

EXISTING CONDITIONS *(BEFORE)*

South side - Eastbound



POST PROJECT CONDITIONS (AFTER)

South side - Eastbound



- Remove irrigation.
 - Remove Bump out & install asphalt.
 - Install striping.
 - Install/Relocate signage.
- Gain 4 spots.**

EXISTING CONDITIONS *(BEFORE)*

North side - Westbound



POST PROJECT CONDITIONS *(AFTER)*

North side - Westbound



BENEFITS

- Provides additional 5 parking spots for downtown accessibility.
- Provides additional space for vendors during events.
- Completed by In-House staff with only the cost of asphalt needed.
- Can be completed quickly. (*within 2-3 days after approval*)
- Eliminates cost of continual landscape maintenance.
- Reduces cost of irrigation.
- Reduces amount of mulch entering roadway and stormwater system.
- Reduces potential trip hazards.