



MERCHANT STRATEGY



**THE CITY OF RIVIERA BEACH
PUBLIC RELATIONS CONSULTANT
RFP #942-18-2**

March 12, 2018

Submitted by:

**Sharon J. Merchant, President
The Merchant Strategy, Inc.
1804 North Dixie Highway, Suite B
West Palm Beach, FL 33407
561-315-9110**

In association with Subcontractors:

**Valerie Staggs, President
Ryan William's Agency
1014 North Olive Avenue
West Palm Beach, FL 33401**

**Don Mathis, President
The Mathis Group
4371 Northlake Blvd., #245
Palm Beach Gardens, FL 33410**

**David Scott, President
Kaizen Management Solutions
199 East Flagler Street, #316
Miami, Florida 33131**

EIN# 30-0448582

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City of Riviera Beach – Procurement Department
Attention:
Rickey Little, Interim Director of Procurement
2051 Martin Luther King Boulevard
Suite 310
Riviera Beach, Florida 33404

March 12, 2018

Re: RFP # 942-18-5 Public Relations Consultant

Dear Mr. Little:

The Merchant Strategy, Inc., (TMS) is pleased to present our qualifications to perform the requirements of RFP # 942-18-5 Public Relations Consultant.

We understand that the City of Riviera Beach is seeking a partner to support the development and implementation of proactive communications and public relations strategies to promote the City's programs, services and public image. We understand the importance of communication in project development and the nuances required for successful implementation. We have assembled a fully integrated team that can demonstrate the public relations experience you seek.

TMS team brings 15 years of south Florida public sector community outreach, marketing and project/program management experience. We understand that implementing a project requires a thoughtful communications approach that considers the complexity of the project, the community and requirements of the stakeholders by weaving them into the best recipe for success. The best public relations strategy is the one that anticipates each of these considerations and can recognize the when, what, and how to apply appropriate communications tools.

We believe our team of professionals is the most qualified to provide the required services because of our extensive expertise in public involvement, publicity, government/community relations, social media, crisis management, event production, media outreach, advertising, branding and marketing activities. Our team's client lists combine services to city governments including the Cities of West Palm Beach, Lake Worth and Boynton Beach, non-profit agencies, industry leaders in transportation, engineering, and construction, environmental services, legal services, care providers, defense contractors and utilities. We understand the depth of qualifications required and are committed to performing them within the designated time and budget.

Kaizen Management Solutions (KMS) has over 30 years of public sector management experience in the development and implementation of municipal projects, programs, and initiatives. David Scott is a spokesperson, advocate, crisis manager, and communication strategist. David's experience enables him to effectively internally and externally communicate with the City's stakeholders in a way that guides, collaborates, and garners support for the

project, and manages any crisis. He understands the nexus between the government, the private sector, and the community and can foster that relationship

Graphic and website design services will be provided by the award-winning Ryan Williams Agency, led by Valerie Staggs. Their client list includes St. Mary's Medical Center, Downtown at the Gardens, the Healthcare District Palm Beach County, Artigras, Paley Orthopedic and Spine Institute, Jon Smith Subs and Rosenthal, Levy, Simon & Ryles.

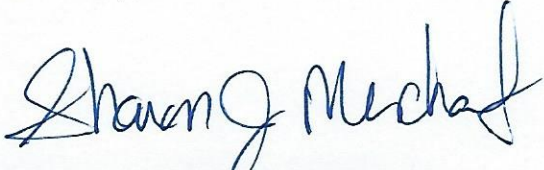
Crisis communications will be handled by Don Mathis, The Mathis Group. Mr. Mathis has provided crisis plans for entities such as Phillip Morris and Service Corporation International, as well as legal, healthcare, day cruising, aerospace, and funeral service industries, guiding both corporate/government and legal teams through crisis situations.

TMS will develop and implement a Comprehensive Communications Plan to regularly and continuously inform the public of programs, initiatives, and public events. New promotional events to boost the City's growth and projects will be developed and marketed to increase awareness and traffic to Riviera Beach.

TMS, TMG, RWA and KMS will cultivate relationships with City leadership, staff and elected officials, tourism industry leaders and media partners to remain informed on marketing and public outreach opportunities.

Sharon Merchant, TMS president, will act as the project manager on behalf of our teams. She may be reached at 561-315-9110, directly on her cell phone 561-301-8930, or by emailing Sharon@themerchantstrategy.com. This proposal is a firm and irrevocable offer for sixty (60) days from the time of issuance.

Sincerely,



Sharon J. Merchant, President
The Merchant Strategy, Inc.
1804 North Dixie Highway, Suite B
West Palm Beach, FL 33407

Tab #2 – Minimum Qualification Criteria

The Merchant Strategy team has developed multiple events, from large motorsports events to nonprofit fund raisers. All events include a heavy social media campaign that cover websites, Facebook, Twitter and Instagram. All sponsors and partners are included as social media partners to also promote events on their social media venues. Public Involvement services, which include social media, websites, and public meetings were also being conducted throughout the production of these events. The following examples confirm that the TMS team has the ability and multiple years of experience to provide event, social media, publicity and public relations services for multiple projects.

The Braman Motorcars College Game Day was created and produced by TMS for the City of West Palm Beach and the Downtown Development Authority (DDA) The new event brought national wire coverage, regional publicity on the local news channels (CBS Ch 12 was a sponsor), local newspapers, and multiple social media venues. 4,000 people attended the first-time event at the Myer Amphitheater, bringing publicity, new business and faces to the downtown waterfront area. "The entire Meyer Amphitheater was full, and I saw many people walking to and from Clematis and other areas of Downtown. In my opinion you more than achieved your goal. Well done!" Raphael Clemente, Executive Director of the DDA. This event was produced between June and November of 2015.

The All About You Conference for Women was created and executed by TMS January 2015, 2016, 2017. The event, presented by Bridgestone Tires, brought together a group of like-minded women, and informative vendors, for a day of inspiration, and education Each year the event benefitted a different nonprofit including Burckle Place, Place of Hope and KidSanctuary. TMS raised between \$3,000 and \$10,000 for the charities. There were articles in national wire service publications, magazines (HerLife, The Palm Beacher), and local publications carried articles about the event. Alpha Media's seven radio stations (WRMF, Sunny, WIRK, BEATZ, X102.3, 640 AM, 850 WFTL) ran PSA's, did interviews, live broadcasts, and provided one of their DJs as the emcee. Approximately 200 women attended each year. The inaugural event was 8 weeks after College Game Day therefore promotions, sponsorships and production were being performed simultaneously for months prior to the event as well as during Public Involvement events.

The City of Boynton Beach Ion Exchange was a two-year project (2015, 2016) for the City's utility department. TMS was hired to perform public involvement and social media services. TMS created a website with regular information and photos about the project, posted updates on Facebook and Twitter and produced a monthly newsletter. This increased Facebook Likes and Twitter following throughout the term of the construction that continued after it was completed. TMS hosted a Ground-Breaking ceremony, and a public meeting for Boynton Beach residents and stakeholders.

TMS provided public outreach for the **City of Boynton Beach Central Seacrest and Lake Boynton Estates neighborhood improvements**. TMS updated Facebook and Twitter coverage daily with photos and traffic changes to keep the neighbors updated as to M.O.T. and ongoing construction updates. As a result, the neighbors were kept informed, had no complaints about the project, and were not overly inconvenienced by the change in traffic patterns. TMS created tri fold brochures, set up and staffed public meetings for each project. This was a two-year project and was also going on during the All About You, and College Game Day events.

Singer Island's Sailfish Marina retained TMS to help management pursue authorization from the Army Corps of Engineers and the Florida Department of Environmental Regulations to build additional dockage. TMS helped them manage a difficult relationship with an adjacent business. Opponent background checks, an extensive social media campaign, press relations, lobbying city and county officials, and community meetings are part of the winning strategy that is still underway.

City of Lake Worth, Public Involvement – Craven Thompson & Associates

Lake Worth voted to approve a 40-million dollar bond to repair and improve City of Lake Worth infrastructure, this particular program is called the Neighborhood Streets Program. TMS Public Involvement team is prepared a public involvement plan for review and approval. TMS developed an email/ mailing stakeholder database including impacted homeowners and businesses within 300 feet of the project, houses of worship, media and other interested parties. TMS provided 2 newsletters for elected officials, property owners in the project area. TMS will provide the set-up and management of public information meetings. TMS took video of public meetings and provided notes. Weekly social media was used to inform, engage and influence the public in viewing this project favorably.

Town of Palm Beach, Public Involvement – CES

TMS provided public involvement services for the Town of Palm Beach Accelerated Capital Improvements project. TMS set up public meetings, databases for mailings, newsletters and press releases. PowerPoint presentations and social media were created and distributed to stakeholders and public officials. Agency and community meetings were attended and summarized.

Town of Palm Beach, Press Release – Applied Technology Management, Inc.

TMS facilitated a press conference for the Town of Palm Beach Phipps Park. Databases were developed, invitations sent, the location was set up, display boards were created, a press release was written and distributed, and the event was catered and staffed. After the event a newsletter was created for the Town. All documents were QAQC'd, edited and distributed.

Grassy Waters Preserve is owned by the City of West Palm Beach and needed promotional and public relations identity to increase awareness and bring attention to the benefits at the beautiful preserve. TMS created the **Wine & Dine on the Boardwalk** event that not only brought media attention and branding to the preserve, it brought people that had never been, hosted a youth scholarship program, and held a silent auction that benefitted the preserve. This event was held in 2009 and 2010. TMS also produced a two-day **Golf and Gala** event for Grassy Water Preserve in 2010 that raised over \$10,000 in sponsorships and \$30,000 in auction proceeds.

Tab #3 –The Merchant Strategy team will perform the following Scope of Services.

3.1 – Media Relations: *Develop and implement proactive communications and public relations strategies to accurately portray the City's and its programs and improve public acceptance of City of Riviera Beach programs and services. Use established media relationships to assist in securing optimal placement of press releases and other nonpaid media to increase coverage and promote the City's and its programs. Assist City of Riviera Beach in creating positive news stories highlighting program outcomes (possibly including photography as necessary) to promote and educate regarding the City's mission. Assist in preparing op-eds and other types of media releases. Consult with and assist City of Riviera Beach and its departments to gain media attention for special events such as ground breakings and ribbon cuttings, for the City and affiliate developed projects. Assist on an "as needed" basis with unexpected public and media relations situations. Assist in preparation of talking points and remarks for Council, City Manager and senior staff as needed for public presentations. Provide a media plan to address disparagement by local and national media sources and implement plan and practices.*

The Merchant/Kaizen team understands the meaning of proactive media relations. Our Team will work with the City on a regular basis to develop and implement strategies that manage the communications between the City and various media outlets such as television, radio, print, and social media, utilizing our extensive existing relationships and developing new ones. Co-op promotional relationships will be developed with the media to increase coverage of the City's events and programs through publicity, press conferences, and social media, fostering relationships that develop trust through honest, transparent, and accurate information. Regular press releases and information will be disseminated to media and public officials to keep them informed and brand the City of Riviera Beach, keeping them in front of the public in a positive light. The same publicity and information can be used as talking points when needed, or targeted talking points can be developed. We will work to mitigate any inaccurate or damaging reporting that in turn can lead to degradation of community trust and confidence. Because we understand your business, we can grasp the context and meaning of your message and tailor it to the intended audience.

Media List: We begin by developing a media list of outlets that are relevant to the activity and the target communities.

Press Releases: The team develops press releases that highlight noteworthy news and events. They also allow the City to establish a position or lead a conversation. Our goal is to strategically manage the message. We follow up with reporters and editors to ensure the message is communicated positively and timely.

Events: Events provide a unique opportunity to communicate your message, brand your identity and promote the city. Press conferences, community meetings, charrettes, groundbreakings, ribbon cuttings, project tours, and festivals are just a few of the types of events we can produce. Whether Council or community sponsored, we are also adept at developing and implementing all aspects of successful special events.

Crisis Management: The Merchant/Kaizen team understands that a negative image can mean a loss of investment, tourist, capital and residents. Recent local events have placed additional emphasis on crisis management. Unless managed appropriately, cities face a long and difficult brand recovery. We understand what it takes to manage a brand. Our goal is to protect the Riviera Beach brand and image as "The Best Waterfront City in which to Live, Work and Play!" The best

defense is a great offense. Our experience allows us to quickly assess the magnitude of a crisis and develop the appropriate communication strategies through our Crisis management expert. TMG will develop a crisis management plan and train the city staff on the implementation. (see 3.3)

3.2 Annual Report: *Assist the City Manager and staff in the development of a concept and format for an Annual Report (minimum 12 pages PLUS COVER), outlining City's accomplishments. Vendor will be responsible for providing creative input, royalty-free stock photos (if needed), graphic design services, copywriting, proofreading, layout, paste-up, and a final print ready product prepared for 4-color process printing. Upon final City of Riviera Beach approval, vendor will be expected to manage and oversee the printing process, communicating directly with the selected Printing firm to ensure the reports are produced as designed.*

Merchant/Kaizen team will assist in producing a complete Annual Report that begins with an introductory message from the City Manager and is graphically appealing. We will work with the City Manager and staff to capture the vision, mission, and feel of the type of message we wish to convey. Focusing on successes of the past year and addressing any pressing concerns. It serves as a tool to directly communicate with your stakeholders – elected officials, businesses, residents, and visitors. We will include financial and performance metric data that may include balance sheet, profit and loss statement and a statement of cash flow. Our graphics team will produce effective charts, graphs, and pictures that visually communicate the message you want to convey to your community. We include a “call to action” as the final section asking stakeholders to get involved. We want your stakeholders to be excited about Riviera Beach.

3.3 Communications/Messaging: *Develop a flexible and cost effective strategic communications piece for use in promoting the City to key stakeholders, legislators/municipal officials and investors/financial organizations and for distribution to the media. Meet with City Manager and senior staff to develop a Crisis Communications Plan. Outline a communication process for Council, City Manager, and senior staff to use in crisis situations.*

TMS will set up round table discussions with the City staff, Council and local stakeholders to determine current methods of communication and determine their successes and challenges. TMS will aggregate all data and analyze to recommend best practice protocols. TMS will then present the results from the analysis and work with the City to create the Comprehensive Communication Plan. Our targeted communications strategies utilize innovative approaches that seek and engage all stakeholders in each phase of the project or program development. Communications methods can include individual conversations, community meetings and presentations, surveys, calls, mailing, social media, websites, and call to action. The focus will be to create one voice for Riviera Beach through a specific branding, i.e.: Riviera Beach Speaks, Your Riviera Beach or any other name the City of Riviera Beach staff and council select. This will likely include traditional advertising and media communication such as email, newsletters, message board, press releases, and social media utilizing Facebook, Twitter and Instagram. When the Communication Plan is complete TMS/RWA will utilize the information to develop a colorful brochure for branding, promotions, and investment opportunities.

RWA will analyze the website to confirm it is interactive and user friendly for mobile devices. All branding messages will be incorporated into the website. Promotional brochures and newsletters will be included in the website and other public relations campaigns.

A newsletter template will be built for distribution on a regular basis, highlighting upcoming events, news items, and city happenings.

TMS will set up meetings with key City staff and individual City elected leaders to familiarize them with our role as the official communications liaisons and get feedback about current issues and important information they feel should be communicated to the public.

TMS will work with City staff to facilitate the organization of any desired press conferences. TMS will create press releases when newsworthy information is available to send to media and officials from the City of Riviera Beach and other elected officials representing the City. This can be done quarterly, or as important needs arise.

The Mathis Group (TMG) will develop a Communication Plan for all staff and council members to utilize and train them on media communicating protocol and crisis management. TMG will review existing Emergency Operations procedures for use during hurricanes or other crises. TMG will provide media relations training for City staff and Council on how to manage a crisis.

There are two major elements to crisis communications – preparedness and implementation. Educated, sensitive and timely-delivered communications are the backbone of quality crisis response. Effective communication includes clear understanding of the basics to delivering a sound message while establishing a clear chain of responsibility to ensure that the communications are consistent and accurate, then, training those charged with delivering the organization’s message on the tools and skills required to support the group’s best outcome.

3.4 Public Relations: *Assist City of Riviera Beach City Manager and its affiliated entities in developing an improved public information and media strategy. Assist in the development of strategic partnerships with elected officials (municipal, county, state) and other local stakeholders with expected outcomes of maximized recognition and increased support and community acceptance for City of Riviera Beach initiatives (housing development, acquisition, etc.). Provide public relations counsel and training to assist the Council, City Manager, and selected senior staff in developing an “elevator pitch” about the City, its mission, and its public relations objectives. Assist City of Riviera Beach City Manager with promoting the agency’s brand, through message development, story pitching/placement, or other techniques. Identify opportunities for the City Manager to apply for awards in affordable housing or other relevant categories to increase support for City of Riviera Beach initiatives, priorities and efforts.*

TMS will utilize the Communication Plan, website improvements, brochure, press releases, branding message, newsletter and other promotional materials to *Send the Message* to the public about the impact that Riviera Beach and your initiatives have on the surrounding areas. By using our relationships with city, county and state officials we will increase the support and recognition of the city as an important entity in South Florida and help bring awareness to all project and activities as they happen. We will incorporate ongoing publicity utilizing press releases, City social media stream, the website, email blasts and newsletters. As part of the ongoing promotions of the city TMS will keep alert to any public awards or accolades that would apply to the City. All recognitions would be including in the ongoing publicity and media efforts.

The branding efforts will create a new message for the city. TMS will meet with the city staff and officials to educate and train them of the new image, story lines, and slogans and how to communicate the same unified message.

When the branding and communication plans are in use TMS will create and manage a public event held by the City as a kickoff to communicate the new branding position for the City.

3.5 Brand development: *Evaluate the effectiveness and alignment of City of Riviera Beach brand, its Affiliates and Instrumentalities' brand, including but not limited to the logo. Develop a brand platform, including positioning, personality, promise, differentiation, and value proposition. Develop a comprehensive brand strategy (including brand architecture) for a multifaceted brand that addresses relationships between affiliates and instrumentalities. Create an updated brand identity including naming, logo design and brand identity standards/guidelines/systems. Develop and help implement a strategy to gain organizational consensus for the new brands' position. Develop a strategy, for implementation by City of Riviera Beach or its Affiliates and Instrumentalities, to market the refined brands.*

Your brand is who you are and affects all aspects of business, directly connected to consumer needs, emotions, and competitive environments. The Merchant/Kaizen team will meet with city constituents to identify the target audiences, determines the goals and bridge brand strategy with brand messaging. We will work with you to learn about who you are and the message you want to convey, then develop a message that is interesting, relevant, and persuasive. Logos, slogans, taglines and the City's message will all be created and given consideration as to how best position the City. We will then guide you through your branding agenda to confirm the City's brand as "The Best Waterfront City in which to Live, Work and Play!" We want one main message to come through and for your stakeholders to identify with the best of Riviera Beach. The Merchant/Kaizen team then leverages various media outlets to communicate the brand marketing strategy. These methods include blogs, influencers, TV, radio, print, social media, calls, door to door, mailings, email, and website. Multiple touch points move the City's stakeholders from awareness, to engaged and supportive.

3.6 – References

City of Boynton Beach
Colin Groff, Assistant City Manager
561-742-6300
Public Involvement
September 2015 – July 2017
Sharon Merchant account manager

City of Lake Worth
Michael Bornstein, City Manager
561-586-1689
Public Involvement
January 2017 – February 2017
Sharon Merchant account manager

Town of Palm Beach
H. Paul Brazil, Director of Public Works
561-838-5400
Public Involvement
September 2015 – December 2017
Sharon Merchant account manager

3.7 – Fees

Please refer to Tab #4 Price Proposal in a Separate Seal Envelope.

3.8 – Proof of Insurance

TMS will need to increase its insurance coverage when this contract is awarded to our firm. TMS will provide a certificate of insurance for the full insurance requirements within seven days of receipt of Notice of Intent to Award.

Tab #4 – Price Proposal In a Separate Seal Envelope



**PUBLIC RELATIONS CONSULTANT
RFP NUMBER 942-18-2**

PRICE PROPOSAL

\$130,000.00*

* Cost for printing, envelopes, labels, postage, food, beverage, facility rental - ACTUAL

Tab #5 – Attachments/Required Form Proposals

Addendum page 1

ATTACHMENT A



CITY OF RIVIERA BEACH
600 WEST BLUE HERON BLVD., SUITE 140
RIVIERA BEACH, FL 33404

PLAN HOLDER INFORMATION SHEET

EMAIL TO RLITTLE@RIVIERABCH.COM OR FAX TO 561-842-5105

PROSPECTIVE PROPOSER INFORMATION SHEET
RFP # 942-18-2

Please complete and fax this document to the Procurement Department. Your information will be added to the current plan holder list and help to insure receipt of changes or additional information.

Procurement Department: Fax: 561-842-5105
Office: 561-845-4180

Contact Person Sharon J. Merchant

Business Name The Merchant Strategy, Inc.

Business Address 1804 North Dixie Highway, Suite B

Business West Palm Beach, Florida 33407 City, Florida State, 33407 Zip

Email Address: Sharon@themerchantstrategy.com

Business Phone # 561-315-9110 Business Fax # N/A

ATTACHMENT B

REFERENCES FOR GOVERNMENT CLIENTS

PROPOSER: The Merchant Strategy, Inc.

List references for similar services provided within the last three (3) years:

(1) Name of Company: CDM Smith, Inc.

Address: 621 N.W. 53rd Street, Suite 265, Boca Raton, Florida 33487

Contact Name and Title: Suzanne Mechler, P.E. BCEE, Client Service Leader

Contact Phone: 561-571-3800

Contact Fax: 561-241-7084

Contact Email: MechlerSE@cdmsmith.com

Date Contract Began: September 2015

Length of Contract Term: 22 months

(2) Name of Company: CES Consultants, Inc.

Address: 1555 Palm Beach Lakes Blvd, Suite 920, West Palm Beach, Florida 33401

Contact Name and Title: Bud Goblich, P.E., Vice President

Contact Phone: 561-227-6862

Contact Fax: 561-855-7630

Contact Email: bgoblich@cesconsult.com

Date Contract Began: September 2015

Length of Contract Term: 27 months

(3) Name of Company: Erdman Anthony

Address: 5405 Okeechobee Blvd, West Palm Beach, Florida 33417

Contact Name and Title: Dana Gillette, P.E., Principal Associate

Contact Phone: 561-753-9723

Contact Fax: n/a

Contact Email: GilletteD@erdmananthony.com

Date Contract Began: August 2016

Length of Contract Term: 1 month

ATTACHMENT C

REPRESENTATIONS AND DISCLOSURES

STATE OF Florida }
COUNTY OF Palm Beach } SS:

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

- 1. Public Relations Consultant agrees that its proposal may become part of any contract entered into between the City and the Public Relations Consultant.
2. There are no actual, apparent or potential conflicts of interest with Public Relations Consultant or any sub-Contractors or subcontractors that are present or could develop with respect to the scope of services for the project/study and any parties to this solicitation or any third parties.
3. Proposal of Public Relations Consultant's Proposal is made without connection with any persons, company or party making another proposal, and that it is in all respects fair and in good faith without collusion or fraud.
4. Public Relations Consultant has not filed for Investment bankruptcy in the past five (5) years.
5. Neither Public Relations Consultant nor any of Public Relations Consultant's principals have been convicted of or indicted for a felony or fraud.
6. Public Relations Consultant and any parent corporations, affiliates, subsidiaries, members, shareholders, partners, officers, directors or executives thereof are not presently debarred, proposed for debarment or declared ineligible to bid or participate in any federal, state or local government agency projects and are not listed on the Florida convicted vendor list.
7. Public Relations Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Public Relations Consultant, to solicit or secure an award under this RFP and that it has not paid or agreed to pay any person, company, corporation, individual, or Public Relations Consultant, other than a bona fide employee working solely for Public Relations Consultant, any fee, Council, percentage, gift, or any other consideration contingent upon or resulting from an award.
8. Public Relations Consultant certifies the compensation and hourly rates and other expenses or costs to be compensated as proposed are accurate, complete and current and the time of contracting and no higher than those charged to the Public Relations Consultant's other customers for the same or substantially similar service in the Southeast Region of the United States during the preceding twelve (12) month period.
9. Public Relations Consultant certifies to the best of its knowledge and belief that no funds or other resources received in connection with an award of a contract from this RFP shall be used directly or indirectly to influence legislation or any other official action by the Florida Legislature or any state agency.

I certify and affirm that to the best of my knowledge and belief, the above 9 statements are true.

Public Relations Consultant:

Officer's Name: Sharon J. Merchant Title President

Signature: Sharon J. Merchant


BANKED AND SIGNED before me this 9 day of March, 2017 2018

by Sharon J. Merchant (name) as President (title) of

The Merchant Strategy, Inc. (Public Relations Consultant Public Relations Consultant), and

who is personally known to me

or produced _____ as identification.



Notary Public

Notary Stamp



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

ATTACHMENT E

NON-COLLUSION AFFIDAVIT

I state that I am President of The Merchant Strategy, Inc.

(Title)
Consultant)

(Name of Public Relations

and that I am authorized to make this AFFIDAVIT on behalf of my Investment Management Company, and its owners, directors, and officers. I am the person responsible in my Public Relations Consultant for the price(s) and the amount of this proposal.

I state that:

(1) The budgets shown in this proposal have been arrived at independently and without consultation, communication or agreement with any other contractor, responder, or potential responder to this Request for Proposal (RFP).

(2) Neither the price(s) nor the amount of the proposal, and neither the approximate budgets nor approximate amounts in this proposal, have been disclosed to any other Public Relations Consultant or person who is a responder or potential responder to this RFP, and they shall not be disclosed before the proposal opening.

(3) No attempt has been made or shall be made to induce any Public Relations Consultant or person to refrain from responding to this RFP, or to induce them to submit a budget that is higher than the budget in this proposal, or to submit any intentionally high or noncompetitive proposal or other form of non-responsive proposal.

(4) The proposal and budget prepared by my Public Relations Consultant is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any Public Relations Consultant or person to submit a complementary or other noncompetitive proposal.

(5) Vendor shall disclose below, to their best knowledge, any Riviera Beach officer or employee, or any relative of any such officer or employee as defined in Section 112.3135 (1) ©, Fla. Stat. (1989), who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement. Any Riviera Beach officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. For purposes hereof, a person has a material interest if he/she directly or indirectly owns more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

(6) The Merchant Strategy, Inc., it's affiliated, subsidiaries, officers, directors, and

(Name of Public Relations Consultant)

employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as follows:

I state that The Merchant Strategy, Inc. understands and acknowledges that the (Name of Public Relations Consultant)

above representations are material and important, and shall be relied on by the City in awarding the contract(s) for which this proposal is submitted. I understand and my Public Relations Consultant understands that any misstatement in this affidavit is and shall be treated as fraudulent concealment from the City of Riviera Beach of the true facts relating to the submission of proposals for this contract.

Sharm J. Merchant

Signature

Sharm J. Merchant, President

(Print Name and Title)

SWORN TO AND SUBSCRIBED

BEFORE ME THIS 9 DAY
OF March, 2018



Katherine Lewis

(Notary Public)

My Commission Expires January 25, 2022

ATTACHMENT F

INDEMNIFICATION CLAUSE

The parties agree that one percent (1%) of the total compensation paid to Proposer for the work of the contract shall constitute specific consideration to Proposer for the indemnification to be provided under the Contract. The Proposer shall indemnify and hold harmless the City Commission, the City of Riviera Beach, and their agents and employees from and against all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the performance of the work provided that any such claim, damage, loss or expense (1) is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property (other than the work itself) including the loss of use resulting therefrom, and (2) is caused in whole or in part by any negligent act or omission of the Proposer, any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder.

In any and all claims against the City, or any of their agents or employees by any employee of the Proposer, any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, the indemnification obligation under this Paragraph shall not be limited in any way by any limitation on this amount or type of damages compensation or benefits payable by or for the Proposer or any subcontractor under Workers' Compensation Acts, Disability Benefit Acts or other Employee Benefit Acts. Nothing in this section shall affect the immunities of the City pursuant to Chapter 768, Florida Statutes.

Sharon J. Merchant _____ Signature _____ Date 3/9/18
Proposer's Name

State of Florida _____
County of Palm Beach _____

The foregoing instrument was acknowledged before me this 9 day of March 2018 -2015, by Sharon J. Merchant, who is (who are) personally known to me or who has produced _____ as identification and who did (did not) take an oath.

Katherine Lewis _____
Notary Public Signature

Katherine Lewis
Notary Name, Printed, Typed or Stamped

Commission Number: GG 179293



ATTACHMENT G
DRUG FREE WORKPLACE

Preference shall be given to businesses with drug-free workplace programs. Whenever two (2) or more proposals which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie proposals shall be followed if none of the tied vendors have 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 shall be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's 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 contract 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 contract, the employee shall abide by the terms of the statement and shall notify the employer of any conviction of, or plea of guilty or *nolo contendere* to, any violation of chapter 893 of the Florida Statutes or of any controlled substance law of the United States or any state for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so 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 the statement, I certify that this form complies fully with the above requirements.

THIS CERTIFICATION is submitted by Sharon J. Merchant the
(INDIVIDUAL'S NAME)

President Of The Merchant Strategy, Inc.
(TITLE/POSITION WITH COMPANY/VENDOR) (NAME OF COMPANY/VENDOR)

who does hereby certify that said Company/Vendor has implemented a drug free workplace program which meets the requirements of Section 287.087, Florida Statutes, which are identified in numbers (1) through (6) above.

Sharon J. Merchant
SIGNATURE

3/9/18
DATE

ATTACHMENT H
CITY OF RIVIERA BEACH
NOTIFICATION OF PUBLIC ENTITY CRIMES LAW

Pursuant to Section 287.133, Florida Statutes (1995), you are hereby notified that 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 proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases or real property to a public entity, may not be awarded or perform work as a Public Relations Consultant, supplier, sub Public Relations Consultant, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 [F.S.] for CATEGORY TWO [\$10,000.00] for a period of 36 months from the date of being placed on the convicted vendor list.

Acknowledged by:

The Merchant Strategy, Inc.
Public Relations Consultant Name

Sharon J. Merchant
Signature

Sharon J. Merchant, President
Name & Title (Print or Type)

ATTACHMENT I

TRUTH IN NEGOTIATIONS CERTIFICATE

This is to certify that, to best of my knowledge and belief, the cost or pricing data submitted, either actually or by specific identification in writing, to the Contracting Officer or the Contracting Officer's representative in support of RFP Number 942-18-2

_____*

are accurate, complete, and current as of March 7, 2018 **

This certification includes the cost or pricing data supporting any advance agreements and forward pricing rate agreements between Public Relations Consultant and the City that are part of the proposal.

PUBLIC RELATIONS CONSULTANT:

SIGNATURE: Sharon J. Merchant

NAME: Sharon J. Merchant

TITLE: President

DATE: 3/9/18 ***

*Identify the proposal, request for price adjustment, or other submission involved, giving the appropriate identifying number (e.g., RFP No.).

** Insert the day, month, and year when price negotiations were concluded and price agreement was reached, of, if applicable, an earlier date agreed upon between the parties that is as close as practicable to the date of agreement on price.

*** Insert the day, month, and year of signing, which should be as close to practicable to the date when the price negotiations were concluded and the contract price was agreed to.

ATTACHMENT J

SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A), FLORIDA STATUTES,
ON PUBLIC ENTITY CRIMES

THIS FORM SHALL BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. THIS SWORN STATEMENT IS SUBMITTED TO City of Riviera Beach

by Sharon J. Merchant, President

(Print Individual's Name and Title)

for The Merchant Strategy, Inc.

(Print Name of Entity Submitting Sworn Statement)

whose Public Relations business
is Public Relations

and (if applicable) its Federal Employer Identification Number (FEIN) is 30-0448582

2. I understand that a "public entity crime" as defined in Paragraph 287.133 (1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

a. A predecessor or successor of a person convicted of a public entity crime; or

b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Indicate which statement applies).

X Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity, nor any affiliates of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Sharon J. Merchal
(Signature)

Sworn and subscribed before me this 9 day of March,
~~2014~~ 2018

Personally known X Kath Lewis

(Notary)
OR produced identification _____ Notary Public State of Florida

(Type of Identification) My commission expires: January 25, 2018



**Request for Taxpayer
 Identification Number and Certification**

Give form to the
 requester. Do not
 send to the IRS.

Print or type
 See Specific Instructions on page 2.

Name (as shown on your income tax return)
The Merchant Strategy, Inc.

Business name, if different from above

Check appropriate box: Individual/Sole proprietor Corporation Partnership
 Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ Exempt payee
 Other (see instructions) ▶

Address (number, street, and apt. or suite no.)
1804 N Dixie Hwy, Suite B

City, state, and ZIP code
West Palm Beach, FL 33407

Requester's name and address (optional)

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number
or
Employer identification number
30 : 0448582

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ *Sharon J. Merchant* Date ▶ *3/9/18*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

NOTICE

ADDENDUM NO. ONE (1)

MARCH 1, 2018

CITY OF RIVIERA BEACH
RFP NO 942-18-26
PUBLIC RELATIONS CONSULTANT

TO ALL PROPOSERS ON THE ABOVE PROJECT: PLEASE NOTE CONTENTS HEREIN AND AFFIX (PASTE OR STAPLE) TO PROPOSAL DOCUMENTS YOU HAVE ON HAND.

The following statements supersede and supplant corresponding items in the above subject proposal as follows:

GENERAL CONDITIONS:

SPECIFICATION:

PLANSHEETS:

NOTICE:

(PLEASE SEE FOLLOWING RFI's)

It will be required that Addendum No. 1 be signed in acknowledgment of receipt, **failure to sign and acknowledge will make your bid NON RESPONSIVE**, and that it be attached to the proposal when same is submitted at **11:00 a.m., Monday, March 12, 2018** at the office of the City Clerk, 600 W. Blue Heron Boulevard, Suite 140, Riviera Beach, Florida. For information on this BID, please contact:

Rickey Little, Interim Director of Procurement
2051 MLK Blvd. Suite #310
Riviera Beach, FL 33404
rlittle@rivierabch.com

The Merchant Strategy, Inc.
NAME OF COMPANY

Sharon G. Merchant
PROPOSER'S SIGNATURE

DATE: 3/12/18

ITB #942-18-2 PUBLIC RELATIONS CONSULTANT

RFI's

KVJINC PR

1. In regards to this project, is there estimated budget established?

Answer: There's not an estimated budget established.

2. IF you do not have at least 2 years' experience in South Florida, will it count against my firm?

Answer: MINIMUM QUALIFICATION: More than four years' experience in developing and executing successful Public Relations and Social Media plans for special events with at least two years of local (South Florida) experience.

ATTACHMENT C

VENDOR PROPOSAL FORM

SIGNATURE ACKNOWLEDGEMENT

To: City of Riviera Beach, a Political Subdivision of Palm Beach County and the State of Florida

Date: March 9, 2018

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for the same construction, service, or material and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Request for Proposal and certify that I have read and understand the proposal documents. I have completed and submitted all proposal submittals and I am authorized to sign this proposal for the Vendor. In submitting a proposal to the City of Riviera Beach, the Vendor offers and agrees that if the proposal is accepted, the Vendor will convey, sell, assign or transfer to the City of Riviera Beach all rights, title, and interest in and all causes of action it may now or hereafter acquire under the Anti-trust laws of the United States and the State of Florida for price fixing relating to the particular commodities or services purchased or acquired by the City of Riviera Beach. At the City of Riviera Beach's discretion, such assignment shall be made and become effective at the time the City of Riviera Beach tenders final payment to the Vendor.

The Merchant Strategy, Inc.
VENDOR NAME


AUTHORIZED SIGNATURE (MANUAL)

1804 North Dixie Hwy, Suite B
MAILING ADDRESS

Sharon J. Merchant, President
NAME AND TITLE (TYPED/PRINTED)

West Palm Beach, Florida 33407
CITY, STATE and ZIP CODE

(561) 315-9110
(AREA CODE) TELEPHONE NUMBER

Sharon@themerchantstrategy.com
EMAIL

N/A
(AREA CODE) FAX NUMBER



MERCHANT STRATEGY

Sharon J. Merchant, President



Public Involvement Project Manager

Professional Credentials

Bachelor of Science
International Affairs
Florida State University 1986

Former Member, Florida House of
Representatives, 4 terms

Basis for Team Selection

Statewide relationships with City,
County, State and Federal Elected
Officials and Key Decision Makers.

Focused on Customer satisfaction
and Positive outcomes. Consensus
Builder and Team Player.

Experienced Leader:

Public Involvement: 9 years
Government Relations: 27 years
Business Development: 14 years

Experience:

Ms. Merchant brings 25 years of public and private leadership experience as a Member of the Florida House of Representatives and President of The Merchant Strategy, Inc. (TMS) offering clients public involvement, governmental relations, and community relations services.

Public Involvement Experience:

Boynton Beach Town Square: For this unique public private partnership, Sharon will be the team lead on both public involvement activities and the Boynton Beach Building Wealth program, designed to encourage local hiring. The entire downtown is being recreated.

Allegro Boca: This project requires community involvement and acceptance for a new senior living facility. Sharon provided quality control on all TMS activities.

ATM: TMS arranged a public meeting for residents, town officials and local media to unveil the newly improved Phipps Park beach in the Town of Palm Beach. Sharon provided quality control.

Johnson – Davis: This project provided improved swales in Boynton Beach. TMS provided social media and other services. Sharon provided quality control.

CDM Smith: Sharon provided quality assurance for the Palm Beach County Sanitary Sewer Evaluation Survey and Design project. Tasks include database management, editing project letters and door hangers, logistics and meeting coordination.

VIA: Sharon provided quality assurance on all team documents for this FDOT D4 Jupiter Island project, including the CAP plan, stakeholder database, newsletter and all printed materials. She was the key contact for all constituent and agency meetings.

Craven Thompson: Sharon met with Lake Worth city and team leaders and providing quality assurance on all team documents, including an informal public involvement plan, stakeholder database, newsletter and all printed materials prepared for door hangers.

Chen Moore: Sharon provided QAQC for the Lake Worth Neighborhood Street program. We created a public involvement plan, database and all printed materials including door hanger.

Parsons: Sharon is providing quality assurance on all team documents for this Florida Turnpike Enterprise project, including the CAP plan, stakeholder database, newsletter and all printed materials. She will be the key contact for all constituent and agency meetings.

WGI: Sharon is providing quality assurance on all team documents for this FDOT D4 / Palm Beach County project, including the CAP plan, stakeholder database, newsletter and all printed materials.

Erdman Anthony: Sharon provided quality assurance on all team documents for this Singer Island (Riviera Beach) projects, including the public involvement plan, stakeholder database, newsletter and all printed materials.

Sharon J. Merchant, continued:
Government and Community Relations Experience:

Palm Beach Point: The homeowner association hired TMS to fight the inclusion of a 4,800 landing strip in a new development called Flying Cow. We led the effort to defeat this project unanimously.

Sailfish Marina: TMS was retained to help the management pursue authorization from the Army Corps of Engineers and the Florida Department of Environmental Regulations to build additional dockage. We also helped them manage a difficult relationship with an adjacent business.

Trump Tower Condominium: The Board of Directors hired TMS to create a plan to vigorously oppose a proposal by The Related Companies to build a 25 story building on the water front in downtown West Palm Beach. Sharon provided a campaign plan that included polling, direct mail, and frequent communication with elected officials, key staff and the public. We won with a 3-2 vote.

Private Investigators: Local PI, John Swearingen, hired Sharon at the end of the 2017 Legislative Session in a last ditch effort to fight off bad legislation that would limit a PI's ability to reunite lost property with its rightful owner. Sharon hired Wayne Bertsch to help and together they successfully fought the legislation.

City of Lake Worth Bond Referendum: Sharon created an advocacy campaign plan, built a committee of supporters, raised funds and was responsible all aspects. She recruited local celebrity Greg Rice to participate in a social media campaign. The \$40 million dollar bond referendum was passed, and projects are underway.

Centennial Management Corporation: Sharon represents CMC before local governments on workforce housing matters. She works with CRA members and local elected officials to obtain information and gain acceptance for CMC projects.

Cornerstone Jupiter: Sharon helped the owner of an old deteriorating building win community support to demolish and rebuild a slightly larger building. TMS met with potential opponents and worked with them to gain acceptance and support. Village Council approved this project.

Winding Trails: Sharon helped gain acceptance by adjacent home owners for an old defunct golf course to be converted to six equestrian properties. She was required to work through challenging issues related to water quality, alligators, flies, manure smells and fear of falling property values. This project was approved by Village Council.

Avenir: Landstar Development hired Sharon to gain community acceptance for a very large development proposed for western Palm Beach Gardens. She found support amongst the fire, police unions and iron worker unions, ABC and AGC and many other groups. We gained resident supporters all throughout the city. This project was approved by the Palm Beach Gardens City Commission. TMS remains engaged as needed for future endeavors.

Lutheran Services Florida: Sharon worked with Senator Jack Latvala to highlight LSF needs for a playground for Excel Charter School in Belle Glade. We helped them win a 21st Century \$500,000 grant and a \$15,000 Ben Carson Reading Room scholarship.

Parsons: Sharon is providing quality assurance on all team documents for this Florida Turnpike Enterprise project, including the CAP plan, stakeholder database, newsletter and all printed materials. She is the key contact for constituent and agency meetings.



MERCHANT STRATEGY

Laura South



Professional Credentials

Marketing Vice President responsible for marketing, publicity, staff management, advertising, press relations and social media, and event production and management for The Merchant Strategy.

Basis for Team Selection

Media Relations, Event Creation, Social Media, Sponsorship Sales, Organizational and Management Experience, Graphic Art, Public Involvement, Publicity, Website Design and Maintenance Experience

Community Service

South Florida Blood Bank, Past Chair; Palm Beach County Attractions Association, Board of Directors; Drag Racing Association of Women (DRAW) Founding Member; Palm Beach County Sports Commission Board of Directors; Palm Beach County Business Development Board of Directors; PBC Sports Hall of Fame Committee, President of John Paul Jr Huntington's Disease Foundation, Vice President of Dixie Visions, Inc.; Elder at Peace Presbyterian Church; Member and Past Chair of Palm Beach County Attractions Association

Experience:

Laura South's thirty plus year career in marketing and love of putting people and events together, has led to a career path of diverse promotional, marketing, publicity and media experiences. She has worked in the motorsports, apparel, hospitality, media, fundraising, and convention industries, and produced Air Shows, Concerts, Seminars, Races, Trade Shows, Galas, Golf Tournaments, and Conferences. She has designed and executed promotions, event scheduling and development, social media, publicity and advertising, for events from New York City to Los Angeles for audiences from 50 to 50,000. Her social media skills and experience provide immediate response for time sensitive projects. In addition to providing advance publicity and promotions for the National Hot Rod Association at major events around the USA, with attendance exceeding 100,000, Laura was also a part owner in a racing facility in North Atlanta that hosted year-round racing events. She promoted and managed publicity for NASCAR racer Rusty Wallace, and has worked with major media personalities across the USA.

Public Relations and Event Production Experience:

Moroso Motorsports, Executive Vice President, and General Manager:

Laura supervised the operations of three facilities including, new events, track development, community involvement, media, and publicity and managed a full-time staff for 20 years producing over 500 events per year. This included year-round strategizing for sponsorship sales, branding, all aspects of advertising, and marketing for the multi-million dollar facility. In 2006, under South's direction, the track entertained more than 650,000 visitors and pumped \$50 million into the local Palm Beach County economy, an accomplishment that earned the track the coveted Palm Beach County 2006 Providencia Award. As part of community relations South sat on multiple boards, including the tourism and business development boards, and three chambers of commerce; marketing events, the motorsports industry, and their economic impacts.

The Merchant Strategy, Inc: Laura heads up all marketing, social media promotions and event creation. She also works with the team on public involvement and business development projects. She is the team lead for many clients including event production for Grassy Waters Preserve, Palm Beach Maritime Foundation, the All About You conferences for women, and the West Palm Beach College Game Day. She worked on the RPM Int'l Motorsports Expo at Walt Disney World Resorts and has produced business conferences for US Health Group.

Events: In addition to motorsports, Air Shows, and concerts, Laura developed and managed the Wine & Dine on the Boardwalk, and the annual Auction/Gala/Golf tournament for Grassy Waters Preserve in 2009. Laura produced the All About YOU conference for women, presented by Bridgestone Tires, for the past three years, and has worked with Palm Beach Gardens Athletic Association on two fundraising events. She is currently involved with production of the 2nd West Palm Beach College Game Day for downtown West Palm Beach.

Laura South, continued:

Philanthropic: Laura is the president and currently works with the John Paul Jr. Huntington's Disease Foundation, Inc. to bring awareness and raise funds for research of the disease. This includes creating events, promotional materials, press releases, situational analysis, and implementation of business strategies. She also currently serves as Vice President of Dixie Visions, Inc., a non-profit dedicated to helping local women and children's charities. Laura also served as Chair of the South Florida Blood Bank Board, and has done fundraisers for Burckle Place for Women, The Place of Hope, and KidSanctuary Campus.

Public Involvement Experience:

The purpose of Public Involvement is to ensure public participation is effective and inclusive of all affected residents of the community. For the multiple clients listed below Laura provides services including, database collection, writing press releases and distribution, creates newsletters for distribution, facilitates does advance preparation and attends public meetings and other agency meetings, creates Community Awareness Plans, provides graphic design and collateral materials, and provides social media updates and feedback.

Clients include: E2L, Allegro Senior Living, Johnson Davis, Stanley Consultants/FDOT District 6, Stanley Consultants/FDOT District 4, Mathews Consulting, Boynton Beach Utilities, CDM Smith, Parsons, The Town of Palm Beach, Chen Moore, CES Consulting, WGI, VIA, Johnson Davis, and Erdman Anthony.



MERCHANT STRATEGY

Michelle Damone



Government and Community Relations Specialist

Educational Credentials

Broward Community College
(FSU through osmosis)

Basis for Team Selection

Detailed experience in public information relations, community relations and public awareness, government relations, public relations, education awareness, board structures, developing campaigns, social media specialist and a community advocate.

Experienced Leader

Nicole's Law of Florida, Christ Fellowship, member of Chamber of Commerce of the Palm Beaches, Past Chair, Western Communities Council, Past President of the Indian Trail Improvement District, Member Gold Coast Builders Association.

Experience:

Michelle comes to TMS with twenty years of professional experience in Palm Beach County and brings vast experience and deep relationships to the team. She worked in the public, private, and non-profit sectors which provided her with a unique vantage point in understanding and exceeding our client's expectations. She is a Government Relations Specialist at TMS, and ensures that clients succeed using consistent, constructive planning and critical problem solving. She served four terms as an elected official for a Special District of the State of Florida, has been the Executive Director of a non-profit organization, and worked in both the mortgage and construction industries. Michelle received her Certified District Official through Florida Association of Special Districts, and was named Member of the Year in 2010 for her work on the statewide numeric nutrient criteria issue currently affecting our State.

Government and Community Relations | Public Involvement:

Sailfish Marina: TMS was retained to help management pursue authorization from the Army Corps of Engineers and the Florida Department of Environmental Regulations to build additional dockage. We are helping them manage a difficult relationship with an adjacent business. Opponent background checks, social media, press relations, lobbying city and county officials and good common sense are the tools for a winning strategy. This project is currently underway.

Palm Beach Point: The Board of Directors hired TMS to develop a plan to communicate effectively among the Equestrian community, their neighboring communities and to the Village of Wellington to prevent a developer from adding aviation within the equestrian preserve overlay. We developed a strategic campaign that included an email campaign, letters to the editor, met with the media, social media, public meetings and met with the Council members individually to educate them on our public safety concern. The project has been postponed indefinitely.

Trump Tower Condominium: The Board of Directors hired TMS to create a plan to vigorously oppose a proposal by The Related Companies to build a 25-story building on the water front in downtown West Palm Beach. We executed a strategic campaign plan that included polling, direct mail and frequent communication with elected officials, key staff and the public. We won a 3-2 vote.

Indian Trail Improvement District, Board Supervisor, 15 years: Michelle served 4 terms as a Board Supervisor at the Indian Trail Improvement District, which is a Special District of the State of Florida, 6 as Chair. Responsibilities included overseeing a 110-square mile district with 40,000 residents, drainage, parks, road improvements and some utility oversight. She is still sought after during extreme weather/water events to act as spokesman for the District.

Western Communities Council, 12 years: Michelle served the central Western Communities Council during her tenure at Indian Trail Improvement District, 5 as Chair. The Western Communities govern Royal Palm Beach, Loxahatchee Groves, Wellington and the communities of the Glades including other Special Districts within those boundaries. She is known for her leadership and success with connecting State Road 7 to its future location on Northlake Boulevard, providing the western communities with much needed emergency evacuation route and for the public safety, health and welfare for all.



MERCHANT STRATEGY

Sophia Nelson



**Public Involvement Specialist
and Events & Programs
Director**

Educational Credentials

Bethune Cookman University, BS,
Pre- Law/Sociology Masters
University of Alabama, MS,
Criminology Theory Doctorial (PHD)
Walden University, Public
Administration and Policy

Basis for Team Selection

Proficiency in Internet-based
research, word processing, print
layout, photo editing, presentation
and email programs.
Strong interpersonal skills
Demonstrated superior writing skills
including experience writing op-eds,
press releases, fact sheets and other
media related materials
New media expertise

Key Skills

Project Management
Personnel Management
Team Building and Training
Talent Recruitment
Customer Satisfaction
Organization and Follow-Through
Relationship Management

Experience:

Sophia A. Nelson has focused her twenty-five-year (25) career in corporate communications and philanthropy on helping businesses to succeed by empowering their people and strengthening their communities. Sophia is a lifelong marketing, advertising and public relations and has worked with many local Nonprofits such as the Urban League of Palm Beach County and Broward, Big Brothers/ Big Sisters of Palm Beach and the Treasure Coast, Planned Parenthood of South Florida, Children's Home Society Palm Beach County, United Way of Palm Beach County, The Arts Armory, Art for Life (Russell Simmons Foundation) just to name a few.

Sophia has a two-decade record of launching community projects that sustain themselves over time. Sophia also successfully advises large enterprises wishing to achieve greater strategic impact from their community investment programs.

Project Experience:

Urban League of Palm Beach County and Broward County:

Create corporate branding and community relations strategies

Art for Life (Russell Simmons Foundation)

Developed the marketing and promotional plans for Fundraiser on the Town of Palm Beach 2003-2006

Planned Parenthood of South Florida

Used a town-hall strategy in developing, packaging, and disseminating campaign communications aiding health awareness and programming with

Children's Home Society of Palm Beach County

Designed and conducted research studies on the customer referral process and customer experience

Big Brothers Big Sisters of Palm Beach and the Treasure Coast

Developed the marketing and promotional plans for "A Time to Remember" Annual Gala at the Breakers 2007

The Arthur R. Marshall Wildlife Refuge

Developed the marketing and promotional plans for Fundraiser and Philanthropic Giving

Media Experience:

Developing, planning, and leading communications strategies and calendars for organizing, legislative, contract, political, and other campaigns;

- Conceive and direct media events based on natural and created news opportunities. Write news releases, background pieces, advisories, fact sheets and other news related information, flyers, campaign materials; op-eds and letters to the editor.
- Cultivate and maintain relationships with regional reporters and bloggers.
- Staffs and coordinates public meetings for clients



MERCHANT STRATEGY

Grady Ross



Public Involvement Specialist and Sales Manager

Educational Credentials

Lees McRae College, 2010
Business Administration

Florida State University, 1991
Criminology

Basis for Team Selection

Project management, organization
and follow-through, relationship
management, proficiency in Internet
based research, word processing,
strong interpersonal skills and news
media expertise

Community Service

Everglades Elementary; Palm Beach
Lakes High School; Habitat for
Humanity; Dixie Visions; Boy Scouts
of America; 3rd Degree Free Mason,
Lodge #447

Experience:

Grady Ross is a marketing, advertising and public involvement professional who has worked in the industry for 5 years. Grady played at the national level (NCAA) as a linebacker for the Florida State Seminoles (1989-1990) and played in the AFL with the Florida Bobcats (1995-1997) as a Defensive Specialist. He is a frequent guest on the FOX 640AM Sports Radio Show. Grady has demonstrated his ability to formulate and maintain deep relationships with clients. His personality is infectious and is a part of his success.

Public Involvement Experience:

Chen Moore: Grady will be responsible for distribution of project materials and community outreach for the Palm Beach County Utilities South County Reclaimed Water Transmission Pipeline project.

Boynton Beach Town Square: Grady is managing the logistics for the Workforce Job Fair. He will help recruit applicants, set up and staff the event.

Allegro Boca: This project requires community involvement and acceptance for a new senior living facility. Grady is responsible for community outreach and distribution of project materials.

CDM Smith: Grady provided community outreach for the Palm Beach County Sanitary Sewer Evaluation Survey and Design project. Tasks included door to door resident contact and distribution of collateral materials.

Craven Thompson: Grady was responsible delivering the materials prepared to notify residents of the Lake Worth Utilities Department Neighborhood Road Program.

Chen Moore: Grady was responsible for distribution of printed materials (door hangers) to the community targeted residents.

Napleton:

Grady was responsible for all grassroots outreach and management of the community street team for the Napleton / I-95 Northlake PD&E project. Number one goal was to get the word out and direct the targeted messaging to the impacted commercial property owners. His role was to educate, support, engage and notify.

Wantman Group, Inc.- Off-System Bridge Replacement Palm Beach County: Grady will help identify appropriate public meeting locations, and staff all upcoming public meetings for contracts with the City of West Palm Beach. His duties will include producing sign in sheets and producing meeting notes.

All About You: Grady obtained sponsors and vendors for the 2017 All About You event held in February. This event focused on health, empowerment, and beauty for women. Auction proceeds benefited the KidSanctuary Campus.



MERCHANT STRATEGY

Bethany Lawler



Communications Coordinator

Professional Credentials

Bachelor of Science
Business Management, Marketing
Centenary University, 2014

Basis for Team Selection

Experience in management of multiple social media platforms, photoshop, newsletters, e-blasts, website design and maintenance.

Experience:

Beth provides website and social media management expertise, in addition to administrative services. She is knowledgeable in content writing, editing, and implementing search engine optimization best practices. As Communications Coordinator at TMS she helps execute PR campaigns, including writing and distributing press releases, newsletters, e-blasts, social media campaigns, special events, and sponsorship relations. She performs in depth research on issues related to project proposals, investigating potential partners and potential rivals. She is often tasked with investigating Federal requirements for issues related to HubZones, SBA programs, and the GSA.

Communications Experience:

Fisherman's Wharf: Beth provides maintenance and updates to a custom website that informs the public of the design and project changes regarding this Jupiter development.

Allegro Boca: Beth provides website support for a new senior living facility in Boca Raton by maintain a custom website that keeps residents updated on public meetings and new information.

Scott Maxwell for Re-election: Beth delivered the creative graphic designs needed for Commissioner Maxwell's re-election campaign invitations. She researched and built the database for one of the invitations.

Strategic Marketing: As Assistant to the President at advertising and marketing agency, Strategic Marketing Inc., Beth provided content writing and search engine optimization assistance for multiple clients of ranging industries. Beth provided website assistance and aided in quality assurance of marketing proposals, press releases and media advisories. She also provided research for special projects and handled confidential personal matters appropriately.

JRPR Public Relations: As an Account Executive for an equestrian public relations firm, she managed all aspects of PR campaigns for multiple clients, including writing and distributing press releases, social media campaigns, newsletters, e-blasts and provided sponsorship management. Beth was involved in designing advertisements by working directly with artists, photographing elite sporting events, and assisting in hosting special events.



Kate Lewis



**Director of Operations and
Contract Administrator**

Professional Credentials

Southern New Hampshire University
Associate of Science in Business
Administration, Magna Cum Laude

Basis for Team Selection

Project schedules
Task Sheets
Invoices
Accounts Receivable
Accounts Payable
Insurance

Experienced Leader

Banking
Facility Management
Office Policy and Procedures
Strategic Planning
GSA Expert
Manages Client and Prospect Pipelines

Experience:

Kate is the backbone of TMS and responsible for all operational processes and procedures. Her 14 years of back office experience makes her a valuable asset to TMS. She is responsible for contract administration, payroll, ensuring that accounts receivable and accounts payable are accurate, interfaces with the accountant, insurance, banking and facility maintenance. Kate supports TMS President, Sharon Merchant, in project management by creating and maintaining project schedules and keeps the client and prospect pipelines up to date. All critically important office decisions are made with input from Kate.

Operational Experience:

The Merchant Strategy, Inc. (TMS): Kate helps the Project Manager create, maintain and update Project Schedules and critical path Gantt charts. She prepares monthly invoices, cost reports, tables showing the hours and costs associated with each line item. She calculates remaining fee and retainage. She assists the Project Manager in preparation of each report on the status of all milestones and progress achieved.

The Legend Group: As an employee in the Advisory Operations department, Kate was responsible for testing and implementing new Advisory Service products and creating procedures. In her time at The Legend Group, Kate eliminated or greatly reduced manual processes resulting in a substantial reduction of overtime costs. Kate was also responsible for processing Advisory Service trades and transactions. She allocated client contributions, calculated Advisory Service fees, processed billing and created quarterly statements.

Centrix Bank & Trust: Kate worked for Centrix Bank & Trust as an Associate Business Analyst. An officer of the company, Kate was tasked with analyzing requests for new deposit products and services, performing cost/benefit analysis and implementing approved requests including identifying, tracking, reporting and resolving any issues. Kate was project manager on all 3rd party system enhancement and version upgrades. She consulted with business units to determine functional and technical requirements and to streamline processes and procedures. Kate was also the lead deposit contact for the Bank's Core Processing conversion and new Web Site design.

Domestic Goddess: Stay at home Mom. Managed to raise productive children, launch successful adults and live within her means. During this time, she completed her college education and prepared herself for the next chapter.

David E. Scott



Principal

Professional Credentials:

Master of Engineering

University of Maryland
College Park • Maryland

Bachelor of Science Civil Engineering

University of Maryland
College Park • Maryland

Professional Engineer

State of Maryland License No. 19149

FEMA Certifications

IS-100.b: IS-200.b:
IS-700.a: IS-800.b: G-300

Basis for Team Selection

A visionary leader with over 30 years of public sector experience and a demonstrated record of successful innovative strategy implementation and organizational process improvement, overseeing a diverse portfolio of municipal operations with 7,000 employees and budgets of \$800 million

Professional Skills:

Visionary Leadership, Strategic Foresight, Relationship Development, Change Management, Public Communication, Community Outreach, Innovation/Technology, Organizational Analysis, Project Management, Ethical Judgment

Technical Skills:

Strategic Planning, Organizational Development, Content Management, Performance Management, Process Improvement, Policy Development

Summary

A visionary leader with over 30 years of public sector experience and a demonstrated record of successful innovative strategy implementation and organizational process improvement, overseeing a diverse portfolio of municipal operations with 7,000 employees and budgets of \$800 million. Strong experience leading municipal operations such as public works, recreation and parks, traffic and transportation, solid waste, water and wastewater utilities, storm water management, airport, engineering, emergency management, fire, and police. Expertise in developing and implementing strategic plans and outcome-based budgeting and performance management processes that ensure operational sustainability by engaging stakeholders, aligning goals and objectives with operational outcomes and metrics, identifying programs and processes that improve operational efficiency and service delivery, establishing level and cost of service and applying business principles of financial management with SMART goals. Mr. Scott has served in several executive positions. His Florida experience includes the Director of Economic Development/Strategy for the City of Boynton Beach, Florida, Assistant City Manager for the City of Delray Beach, Florida, and Assistant County Administrator for Pinellas County.

Select Florida Project Experience

Boynton Beach, Florida - Initiated a fully integrated strategic plan focused on capacity building and economic prosperity and resiliency. Initiated the development of a toolbox of resources and strategies that support local business development, attraction and retention. Engaged residents as active participants in the ongoing economic development of their neighborhoods; creating a legacy of sustainable community wealth that benefits all its citizens.

Delray Beach, Florida - Established the foundation for the level of service and performance management approach that will provide the discipline needed to drive data-based decision making within the organization. Focused the team on the implementation of the major CIP projects. Developed teams around other initiatives such as Homelessness, Workforce Housing, coordination of Children, Family and Youth services, and Building Wealth in the Community by strengthening local business development and retention through the investment of City projects and purchases.

Pinellas County, Florida - Led the merger of various operational departments into a single entity that aligned with strategic goals and objectives, and organizational change management. Developed aligned sustainable operational, project implementation, and asset management plans that prioritized compliance, created efficiencies, and achieved desired outcomes.

Strategy Development and Program/Project Management - Developed and implemented strategic plans, stakeholder engagement and communication strategies, outcome-based budgeting and performance management processes that achieved operational implementation and sustainability. Aligned goals and objectives with operational outcomes and metrics, by identifying and implementing programs and processes that improved operational efficiency and service delivery. Developed programs that leveraged stakeholder relationships and existing resources to strengthen local businesses, support comprehensive plans, develop community anchors, stimulate private investment, enhance economic development, and elevate the quality of life and safety for residents.



MERCHANT STRATEGY

Don Mathis



Media Relations and Crisis Management Expert The Mathis Group

Basis for Team Selection

Strategic Marketing, Government Relations, Crisis Management, Campaign Management, Community Affairs and Advertising.

Experience Leader: 35 Years

North Palm Beach Chamber of Commerce member, PGA Corridor member, SFRTA lobbyist, Old Marsh lobbyist, fought for better EMS in Palm Beach Gardens.

Experience:

Mr. Mathis' career of more than thirty-five years has been a broad base of diverse experiences and unique opportunities combined with a foundation of unusual academic accomplishments. He provides the real-world skills from twenty-five years with the BellSouth Corporation plus a decade of private consulting in a wide variety of industries and disciplines.

Media Experience:

Since retiring from BellSouth Corporation in 1996, his consulting work has focused on the fields of public relations, strategic marketing, government relations (both legislative & regulatory organizations), crisis management, campaign management, community affairs and advertising. His client base ranges from Fortune 500 companies (Sikorsky Aircraft, Philip Morris and Service Corporation International) to local hotels, law firms, developers & entertainment groups. He also has worked for a number of government entities including the Port of Palm Beach, the South Regional Transportation Authority (SFRTA), Palm Beach County Planning Building & Zoning Department, the Children Services Council, the Palm Beach County Convention & Visitors Bureau and the Workforce Development Board.

In the rapidly growing field of crisis management, Mathis has been involved in some of the nation's most highly publicized legal cases. He has provided services to both corporate and legal teams for crisis situations in the legal services, healthcare, day cruising, aerospace and funeral services industries to name a few.

With a three decade-long track record of working in the field of media relations, Mathis has been involved in more than 500 TV interviews, hundreds more radio interviews and talk shows and countless print stories at local, state and national levels.

Much of Mathis' consulting work has been centered in the area of strategic marketing and media relations. He has undertaken complete image makeovers for business and government organizations. The results of these efforts have allowed organizations to establish dramatically improved rate structures, recover from crisis events and adapt to changing community and marketplace environments. His projects have included: the South Florida Fair, the Port of Palm Beach, the International Yachting Center, Noreen McKeen Senior Living Complex and Sikorsky Aircraft.

On a personal note, Don enjoys golfing, working out and hiking in the beautiful Tennessee mountains.

Valerie N. Staggs



Owner Ryan Williams Agency

Experience Leader: 25 Years

Executives of the Palm Beaches past president, Pandora's Kids founder, West Palm Beach Police Athletic League Board of Directors.

Experience:

Throughout Ms. Staggs' career, she has worked in all aspects of the marketing and advertising business both on the media side and on the agency side through Ryan William's Agency, the advertising company she founded. Her 25 years of experience marketing numerous industries gives her a unique, "big picture" viewpoint of marketing strategy and execution and her tenacious focus on ROI has helped her succeed in growing her clients' businesses as well as her own. Ms. Staggs' areas of expertise include:

- Marketing strategy and execution
- Multimedia advertising campaigns utilizing traditional, non-traditional and grassroots media
- Innovative creative concepting and execution
- Award-winning copywriting
- In-depth experience in numerous industries including: healthcare, retail, real estate, mixed-use developments, restaurant, non-profit and service industries

Marketing Experience:

Owner/President, Ryan William's Agency May 2002 – Present
1014 North Olive Ave., West Palm Beach, FL 33401

Oversee operation of full service advertising agency and its client roster. Manage all agency services including: creative development for print, digital and electronic formats, media planning and placement, promotional planning and execution, and development of marketing plans, strategies and executions. Supervise staff of account service and creative employees.

Founder, Pandora's Kids March 2014 – Present

Operate charitable organization dedicated to helping kids in grief through events, friendships and support. Speak with schools, churches, children's organizations and community groups about supporting grieving children.

Director, McAlear & Associates October 1997 – May 2002
312 Clematis Street, Suite 500 West Palm Beach, FL 33401

Supervised staff of 12 in busy full-service advertising agency. Managed accounts in automotive, real estate, biotechnology, retail and hospitality industries. Responsible for account management, media planning and buying, creative development and marketing initiatives.

Account Executive, Sunny 104.3FM March 1996 – October 1997
1401 Northpoint Parkway, Suite 500, West Palm Beach, FL 33409

Sold radio advertising campaigns to local and regional clients. Managed creative development and media placement for direct and agency clients. Provided clients with strategic media initiatives and promotional planning.

Research Manager / Account Executive, WFLX FOX 29
January 1989 – June 1995

4119 West Blue Heron Blvd., Riviera Beach, FL 33404

Researched psychographic and demographic trends in South Florida market and developed sales materials and proposals for sales team. Sold television advertising campaigns to local and regional clients.

The City of Boynton Beach



*Utilities Department
124 E. Woolbright Road
Boynton Beach, Florida 33435
Office: (561) 742-6400
FAX: (561) 742-6298
Website: www.cbutilities.org*

April 19, 2015

To Whom It May Concern:

The Merchant Strategy, Inc. (TMS) is providing public involvement services as a subcontractor to several engineering firms for Boynton Beach Utility projects. TMS has been extremely responsive to project changes and has been very effective in helping the Utilities group reach project goals.

The TMS team makes sure that our residents, business owners, executive staff and elected officials are kept well informed on a timely basis. Their work includes organization and staffing of public meetings, ground breakings, brochure design, database management, social media, and press releases.

TMS consultants are knowledgeable, capable and I am very pleased with their services and highly recommend them to anyone needing expert public involvement services.

Sincerely;

A handwritten signature in black ink, appearing to read "C. D. Groff".

Colin D. Groff, P.E.
Utilities Director



"The Capital City of the Palm Beaches"

Lois J. Frankel

Mayor

P.O. Box 3366

West Palm Beach, FL 33402

Phone: 561-822-1400

Fax: 561/822-1424

e-mail: lfrankel@wpb.org

August 2, 2005

To Whom It May Concern:

If you are looking for someone to help you with public outreach, I highly recommend Sharon Merchant. She has common sense, perseverance, and a respectful assertive way with people. Importantly, she knows our community well and who to call for help.

One of the greatest challenges I faced when I became Mayor of West Palm Beach was the disorganization of our transportation issues. There were state, county, and city road construction projects everywhere I turned.

The communication among stakeholders, i.e. residents, business owners, commuters, city, county and the Florida Department of Transportation was almost non-existent. Roads were closing, utility service was being disrupted and traffic was being re-routed on a haphazard basis, with little or no notice to the public.

I hired Sharon Merchant as a transportation consultant to help work through the above challenges. Within 6 months we got on track. The City hired an engineering firm that helped us with public information. We engaged in productive weekly meetings with pertinent parties. We implemented the Mayor's Direct Response Team to immediately resolve problems.

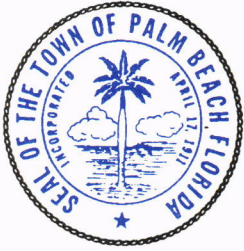
In addition, we proactively met with neighbors and businesses, door-to-door if necessary, in areas where work was slated, to ensure minimal disruption. City representatives disseminated collateral materials to explain when work was going to take place and a direct number and name to call with questions.

Our road construction has not eased up, but thanks to Sharon Merchant, we have an organized communication program. We are not perfect, but the number of daily complaints has fallen dramatically.

Sincerely,

Lois J. Frankel
Mayor

"An Equal Opportunity Employer"



TOWN OF PALM BEACH

Public Works Department

February 20, 2018

To Whom It May Concern:

The Merchant Strategy, Inc. (TMS) has provided excellent public involvement services to the Town of Palm Beach.

TMS listened to our needs, developed a plan, and worked well with our professional staff and consulting engineers to provide project newsletters, a public meeting, and a press conference. They were easy to work with and made sure our residents were well informed.

We enjoyed working with this team, and hope to do so again. I would highly recommend them to other cities or firms for public involvement or community relations.

Sincerely,

H. Paul Brazil, P.E.
Director of Public Works



OFFICE OF THE CITY MANAGER

7 North Dixie Highway
Lake Worth, FL 33460
561.586.1630

February 20, 2018

To Whom It May Concern:

The Merchant Strategy, Inc. (TMS) has provided public involvement services to the City of Lake Worth on several important projects, including two recently stemming from our Neighborhood Roads initiative.

TMS works well with our professional staff to ensure a seamless approach to informing our elected officials, residents, businesses, media and other important stakeholders. They are responsive and knowledgeable about our city and our projects. They have organized and staffed public meetings, designed mailers and door hangers, built project databases, provided social media and made sure that all MOT changes were well publicized.

We enjoyed working with this team and would highly recommend them to other cities for public involvement or community relations.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Bornstein", is written over a large, faint watermark of the City of Lake Worth, Florida seal.

Michael Bornstein
City Manager

**Palm Beach County
Office of Small Business Assistance**

Certifies That

The Merchant Strategy, Inc.

Vendor # VC0000116090

*is a Small/Woman Business Enterprise as prescribed by section 2-80.21 – 2-80.35 of the Palm Beach
County Code for a three year period from:*

JULY 12, 2017 - JULY 11, 2020

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

**Communications: Public Relations Consulting
Governmental Consulting Services
Web Page Design, Maintenance and Management Services**



Allen F. Gray, Manager

July 12, 2017



Palm Beach County Board of County Commissioners

Paulette Burdick, Mayor
Melissa McKinlay, Vice Mayor
Hal Valeche
Dave Kerner
Steven L. Abrams
Mary Lou Berger
Mack Bernard

County Administrator
Verdenia C. Baker

State of Florida

Woman Business Certification

The Merchant Strategy, Inc.

Is certified under the provisions of
287 and 295.187, Florida Statutes, for a period from:

12/19/2017 to 12/19/2019



Erin Rock, Secretary
Florida Department of Management Services

