

Exhibit "A"

Scope of Services

The Proposers shall perform the following related professional services for the City. Responsibilities of the selected Proposer shall include but are not limited to the following:

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 non-paid 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.

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.

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.

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.

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.