

# EXHIBIT A

	<b>ESTIMATE OF WORK EFFORT FOR RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY PUBLIC RELATIONS - MONTHLY</b>
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Task No.	Task	TOTAL COST	Details
<b>ONGOING MONTHLY TASKS</b>			
<b>1.00</b>	<b>Databases</b>		
1.10	Media Database	\$200.00	TMS will create a media database for distributing press releases.
1.20	QAQC	\$150.00	TMS will provide a supervisory employee to review the database for quality assurance.
<b>2.00</b>	<b>Press Releases</b>		
2.10	Write Press Releases	\$800.00	TMS will create positive press for the Riviera Beach CRA by writing 1-2 press releases each month, on events, staff members, upcoming events and other notable happenings. Client will be provided a copy for one round of edits.
2.20	QAQC	\$150.00	TMS will provide a supervisory employee to edit the press releases.
2.30	Press Release Distribution	\$100.00	TMS will distribute the press releases to the media database.
2.40	Follow Up and Status Updates	\$100.00	TMS will follow up on press release distribution and provide copies of published articles and status updates to the client.
<b>3.00</b>	<b>Social Media</b>		
3.10	Social Media Content	\$1,000.00	TMS will create content for sharing on Riviera Beach CRA social media pages: Facebook and Twitter existng accounts, and Instagram creation if client desires. TMS can send content to designated social media contacts at City department for posting/sharing or share directly with provided login information.
3.20	QAQC	\$300.00	TMS will provide a supervisory employee to review social media content.
<b>4.00</b>	<b>Website</b>	\$0.00	
4.10	Website Updates	\$600.00	TMS will assist in maintaining Riviera Beach CRA website by updating sections with relevant news, events and other items.
4.20	QAQC	\$150.00	TMS will provide a supervisory employee to review website postings.
<b>5.00</b>	<b>Monthly Newsletter</b>	\$0.00	
5.10	Draft Newsletter Articles	\$600.00	TMS will find interesting topics that promote Riviera Beach as an ideal place to live, work and play.
5.20	QAQC	\$150.00	TMS will provide a supervisory employee to review newsletters.
5.30	Newsletter Distribution	\$100.00	TMS will distribute the monthly newsletters through existng Riviera Beach CRA Constant Contact account.
<b>6.00</b>	<b>Flyers</b>		
6.10	Create Flyers	\$650.00	TMS will create 2-3 flyers each month for upcoming events, meetings and happenings
6.20	QAQC	\$300.00	TMS will provide a supervisory employee to review flyers.
6.30	Flyer Distribution	\$200.00	TMS will distribute the flyers to existing constant contact database and media database.
<b>7.00</b>	<b>Meetings</b>		
7.10	Meeting Attendance	\$600.00	TMS will meet or have phone calls with Riviera Beach CRA and City staff as necessary.
	<b>Printing/Miscellaneous</b>	→	<b>Cost for printing doorhangers, envelopes, labels, postage - TO BE INVOICED SEPARATELY AT ACTUAL AMOUNT</b>
<b>NET TOTAL OF MONTHLY EXPENDITURES</b>		<b>\$6,150.00</b>	

<b>PROJECT WORK</b>			
<b>9.00</b>	<b>Annual Report - Due March 2019</b>		
9.10	Research Past Reports	\$200.00	TMS will research past annual reports.
9.20	Create Annual Report	\$3,200.00	TMS will work with Riviera Beach CRA staff to write new annual report material and assemble the material for presentation.
9.30	QAQC	\$600.00	TMS will provide a supervisory employee to review the annual report.
<b>10.00</b>	<b>Misc</b>		
10.01	Project management, Event Marketing, Media/Crisis Management Training and Miscellaneous Tasks	\$15,700.00	Marketing of 4-5 events that may include MLK, July Fourth, Sports Expo, etc.

<b>NET TOTAL OF PROJECT WORK</b>	<b>\$19,700.00</b>
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<b>\$2,188.89</b>	Average monthly cost of project work
<b>\$8,338.89</b>	Total monthly average