

Riviera Beach CRA Payment Authorization Checklist

Vendor Name: ODonnell Agency

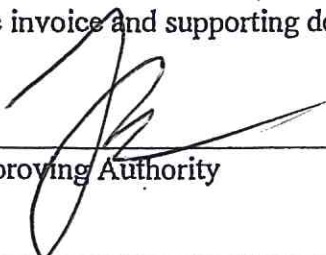
Control No.: Res No. 2015-40 Invoice No.: RBCRA0216

Invoice Date: 2/1/16 Payment Amount: \$ 14,534.00

Project Supervisor/Responsible Official: Darlene Hatcher / Tony Brown

	Reviewed/Approved by
<input checked="" type="checkbox"/> Project "scope of work and deliverables" reviewed ?	<u>RH</u>
<input checked="" type="checkbox"/> Payment support documentation appropriate based on work scope ?	<u>RH</u>
<input checked="" type="checkbox"/> Deliverables due with this invoice have been received ?	<u>RH</u>
<input type="checkbox"/> If final payment, have all deliverables been received ?	
<input checked="" type="checkbox"/> Amount of payment is in agreement with payment schedule or is appropriate and is within the limits of the total agreement amount, on a cumulative amount basis ?	<u>RH</u>
<input checked="" type="checkbox"/> Expense reimbursement amounts meet Agency guidelines or amounts approved by the agreement.	<u>SB</u>
<input type="checkbox"/> The nature of work being performed is within the scope of the CRA plan.	<u>SB</u>
<input checked="" type="checkbox"/> Funds for payment have been budgeted and are available from the appropriate source(s) for payment.	<u>SB</u>

The invoice and supporting documentation have been reviewed and it is approved for payment.



Approving Authority

Date: 2-3-16

Payment approved by the Board of Commissioners by Motion No. 2015-40 or the Consent Agenda, at its meeting on 10-28-15. (If applicable)

INVOICE

Number: RBCRA0216

Date: February 1, 2016
Payment: within 30 days, please

Ms. Darlene Hatcher
Rivera Beach CRA
2001 Broadway Suite 300
Riviera Beach, FL 33404

Please make payment to:
O'DONNELL AGENCY
303 BANYAN BLVD. SUITE 101
WEST PALM BEACH, FL 33401

JOB/ACCOUNT DESCRIPTION

CHARGE

Marketing and public relations services:

January 2016 (see activity report) \$9,894.00

Advertising & Design

Riviera Beach Marina Village logo design, final 50% of total	\$2,500.00
Marina Village Ribbon-Cutting Invitation design	\$400.00
2015 Annual Report: copy, concept, design (first 50%)	\$1,725.00
Facebook promotion Marina Event Center bookings	\$15.00

Administration expenses ► January, 2016

Photocopies (in-house): 8 @ 0.15 each	\$none charged
Photocopies (color): 5 @ 0.85 cents each	\$none charged
Postage:	\$included
Long-distance telephone (\$0.10 per minute)	\$n/a
FedEx: (see invoices)	\$none
Vocus/PR Web release distribution	\$none
Originals of publications:	\$none charged
Photography/video services	\$none charged
News clips	\$none charged
Travel:	\$none charged

TOTAL: \$14,534.00

Thank You



Client: Riviera Beach CRA

Date: January 2016

Job	Cost Estimate	Final Cost
Riviera Beach Marina Village logo Agency completed design of the logo which was approved by the CRA Board	\$5,000.00	\$2,500.00 (final 50%)
Marina Village Ribbon Cutting Invitation Design digital and print-ready versions of invitations for the 2/25 Ribbon Cutting	\$400.00	\$400.00
2015 Annual Report Agency developing and designing four page Annual Report	\$3,450	\$1725.00 (initial 50%)
Facebook Promotion Promoting advance reservations at Event Center	\$15.00	\$15.00

TOTAL:

\$4,640.00

COST ESTIMATE

Date: **September 29, 2015**

Client: **RB CRA**

Job: **Logo for Riviera Beach Marina Village**

OBJECTIVE:

Create a logo for the "new" Riviera Beach Marina Village that establishes it as a destination and defines its points of differentiation from other waterfront/marina visitor destinations. It should reflect the "vibe" of Riviera Beach, the nature of the "working waterfront," the city's Bahamian roots and relaxing ambiance, all packaged in a manner that can express that this is an exciting, contemporary experience with broad appeal. We are marketing to the visitor, yet the design must feel authentic and realistic to the city's residents who must also feel at home in the re-imagined marina with its new amenities and merchants/restaurants. It must communicate the vibrancy and versatility of the new marina experience in a way that remains essentially "Riviera Beach" but has the power to attract visitors from many walks of life and backgrounds.

WHO ARE WE COMMUNICATING TO?

- A. Prospective tenants who may consider future development opportunities at the Marina Village, such as restaurants, residential, office, hotel, educational and marine-related businesses.
- B. Local, national and international visitors
- C. Riviera Beach residents and business owners

REASONS TO BELIEVE IN THE BRAND:

- A. Spectacular waterfront / marina setting near Palm Beach and West Palm Beach
- B. A real, working waterfront
- C. Eco-tourism with diving and proximity to Peanut Island
- D. Authenticity, rather than a manufactured visitor experience

APPROACH:

Agency will create a logo for the Marina Village that defines the location as a visitor destination in a modern, contemporary way that captures the essence of the area and permits the logo to remain relevant over time. This will be achieved through a thoughtful use of color and font selection that promotes the benchmarks of quality, authenticity, area history and its new lease on life that will be features of the new Marina Village. Agency to present a minimum of five options for consideration.

Creative Services Estimate: \$5,000.00

One round of revisions up to three hours included in the fee.
Additional revisions will be billed at \$150 per hour.
Final artwork provided to the client in .eps and .jpeg formats.
Agency to provide brand use standards upon completion of the final logo.

Production Assignment Agreement

Signed Approvals: By signing this estimate, Client gives Carey O'Donnell Inc., dba the O'Donnell Agency (Agency), full authority to proceed with all assignments described in this cost estimate, including the work associated with obtaining printing bids, the 17.65% fee associated with same and providing Client with the recommended option. Signed proofs or email or faxed approvals of work submitted to Client for review and approval legally binds Client to full payment for goods and services described above, including any verbal or written modifications to the scope of the project(s), under the payment terms described in next paragraph.

Payment Terms: 50% of total due upon commencement of project; final 50% due upon completion. All invoices are payable in full within (15) days upon receipt unless otherwise noted. A 1.0% monthly service charge is payable on all overdue balances after 30 days. All ownership rights and license of copyright will be granted upon receipt of full payment from client. Agency retains exclusively the native file for two years on behalf of client, and will make changes and updates in a timely manner as requested following approval of all cost estimates.

Estimates: If this form is used for an estimate or assignment confirmation, fees and expenses shown are represented as minimum estimates only. Final fees and expenses shall be shown when final invoice is rendered. Client's approval shall be obtained for any increases in fees or expenses that exceed the original estimate by 10% or more.

Client Changes: Client shall be responsible for additional hours required for changes requested by Client in excess of hours estimated in original assignment. However, no additional payment shall be made for changes required to conform to the original assignment description.

Expenses: Client shall reimburse Carey O'Donnell Inc., dba the O'Donnell Agency, for all out-of-pocket expenses arising from this assignment, including the payment of any sales tax due -- if applicable.

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Credit Lines: Carey O'Donnell Inc., dba the O'Donnell Agency, and any other creators shall receive a credit line with any editorial usage of artwork other than logos.

Releases: Client shall indemnify Carey O'Donnell Inc., dba the O'Donnell Agency, against all claims and expenses, including reasonable attorney's fees, due to uses for which no release was requested in writing or for uses which exceed authority granted by a release.

Modifications: Modification of the Agreement must be written, except that the invoice may include, and Client shall pay, fees or expenses that were orally authorized in order to progress promptly with the work.

Arbitration: Any disputes in excess of the maximum limit for small claims court arising out of the Agreement shall be submitted to binding arbitration before the Joint Ethics Committee or mutually agreed upon arbitrator based in Palm Beach County, pursuant to the rules of the American Arbitration Association. The Arbitrator's award shall be final.

Approved by Tony D. B. Date 10/24/15

COST ESTIMATE

Date: January 19, 2016

Client: Riviera Beach CRA

Job: 2015 Annual Report

CREATIVE SERVICES DESCRIPTION:

Concept, copy development and design of a modern twist to a four-page Annual Report, creating a custom infographic that presents in original format the CRA's 2015 highlights. The cover will reflect a theme of "Community Achievement" or "Community Transformation." A two-page center spread will feature a map-based infographic highlighting featured CRA projects with photos and details about each project, with illustrations and photo images. The back panel will contain the financials, legal language, CRA logo, board members, staff and contact info. Location of information depends on scope and layout of content.

CRA is responsible for identifying specific projects to highlight and providing details of each. Copy development handled under the scope of the PR retainer.

Services include two round of edits totaling three hours. All additional hours to effect changes will be charged at \$150 per hour.

The Annual Report is to be mailed to all Riviera Beach households by February 28, 2016. Agency to procure three estimates for printing and mailing services. Actual printing and mailing costs to be billed directly to the CRA.

Design:	\$3,000.00
Printing estimates, quality control and coordination:	\$450.00

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Approved by Tony O'Donnell Date 1/12/16

COST ESTIMATE

Date: January 7, 2016

Client: Riviera Beach CRA

Job: Riviera Beach Marina Village Ribbon Cutting – Save the Date

CREATIVE SERVICES DESCRIPTION:

Save-the-Date

Concept, copy development and design of a two-sided, full-color, 5x7 "Save-the-Date" postcard on C2S gloss cover paper. One side will contain save the date info for the Riviera Beach Marina Village ribbon cutting. The other side will use approximately 2/3 of the card detail the short event schedule and list partners. The remaining 1/3 will be used for postage and address.

Services include one round of edits totaling one half hour.

Design Fee and Print Coordination Fee:

\$400.00

***Actual printing and postage costs to be billed directly to CRA.**

Production Assignment Agreement

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Approved by _____



Date _____

1/7/2016

Paid Reach (7) **3,678**

Actions (7) **321**

Budget Spent **\$15.00**

Actions | People | Countries

186 Photo Clicks

2 Page Likes

113 Post Likes

See More Details

Ad Stopped January 24th, 4:46pm

Target Group People who like your Page and their friends

Age 18-65+

Gender Male and Female

Other Location: United States: Riviera Beach (+10 mi)
Florida

Boosted By Tony Theissen

Current Budget \$15.00

DESKTOP NEWS FEED

MOBILE NEWS FEED

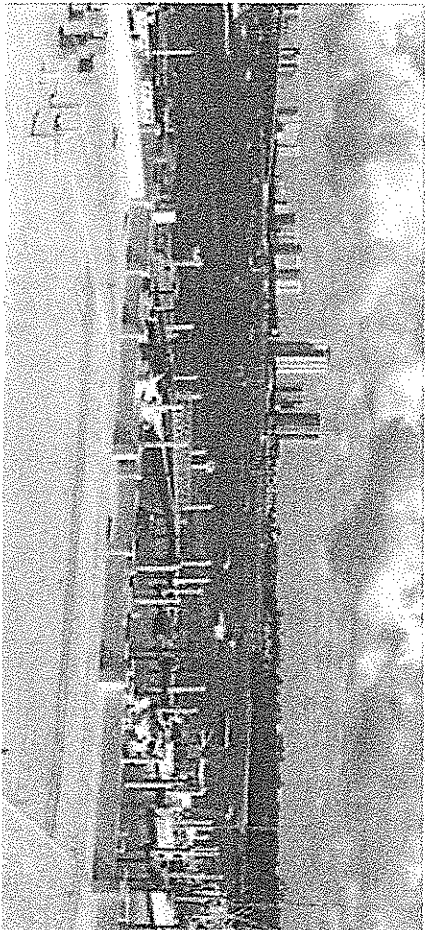


Riviera Beach CRA added 3 new photos —
at City of Riviera Beach
Sponsored · ↗

Like Page

What a beautiful view visitors will get from the second story of the new Marina Event Center.

Reservations are available for banquet and meeting rooms starting in the Spring. Email Mark at mblomeke@rbcr.com for pricing and availability.



RIVIERA BEACH CRA
Public Relations Activity Report
for
January 2016

Prepared by Carey O'Donnell and Tony Theissen

The following report outlines the public relations activities and results for the Riviera Beach CRA for the period of January 1, 2016 through January 31, 2016.

STATUS

1. STRATEGIC PLANNING AND ISSUE MANAGEMENT

C. O'Donnell attended the 1/27 CRA meeting and presented the new Riviera Beach Marina Village logo to the CRA Board. Board members voiced enthusiastic support and approved the design in a 5-0 vote.

Approved

T. Theissen presented the new CRA website to the Board at the 1/27 CRA meeting. Board voiced support, and suggested minor revisions, which have been completed.

Approved

Agency was asked to provide CRA with a list of potential caterers for Ribbon Cutting event on 2/25. Agency provided a list of recommended vendors on 1/4.

Completed

T. Theissen coordinated with E. Legue and staff to compile a complete list of marina vendors for use on a promotional rack card.

T. Theissen and C. O'Donnell researched advertising opportunities for Riviera Beach Marina Village and made several suggestions to the CRA. Agency is also working with the City of Riviera Beach to gauge their interest in splitting the cost of advertising and marketing materials.

On 1/20, T. Theissen was provided a tour of the Marina Event Center by M. Blomeke for updated photography. Photos were shared on CRA social media.

2. RIVIERA BEACH NEWSROOM

Palm Beach Post

Agency spend a considerable amount of time working with a Palm Beach Post reporter who was working on a story updating the progress of redevelopment at the marina and along Broadway. Agency narrowed down the complex situation to make it understandable. As a result, the story painted an accurate and fair picture of development opportunities.

Completed

Houses of Distinction

T. Theissen and L. Jackson from the CRA visited several Houses of Distinction in order to update photography, and have a record of completed projects.

Completed

Web site updates

Agency added several new posts the CRA website including documents updating the Boundary Expansion process.

Completed

Monthly Facebook

Likes: 1,811 (+32)

Monthly Twitter (account inaccessible)

Likes: 201 (+4)

Completed

3. MARINA DEVELOPMENT AND PROMOTION

Riviera Beach Marina Village logo

Final design revisions were completed, logo was presented to the CRA Board, and approved 5-0.

Completed

2015 Annual Report

On 1/5 T. Theissen presented a concept for the 2015 CRA Annual Report. Concept was approved on 1/18. T. Theissen met with S. Evans and D. Hatcher on 1/26 to determine the list of projects to be highlighted. Design is underway.

In progress

Marina Village Ribbon Cutting invitation

Agency designed both print and digital versions of the invitation for the Ribbon Cutting event on 2/25. Digital versions were sent via Constant Contact. Print versions were mailed via USPS.

Completed

Ad for MLK Gala program

Agency reformatted a previously designed ad at no expense for use in the city’s annual MLK Gala.

Completed

Rack Card/Flyer for Event Center and marina vendors

Agency is designing a rack card with one side promoting reservations at the Marina Event Center, the other side highlighting marina vendors. Rack card will be distributed at Ribbon Cutting, handed out by Ambassadors at the marina, and displayed at various locations throughout the city. Agency worked with D. Jones from the City of Riviera Beach to approve funding half of design and print costs.

In progress

Event Center Brochure

Agency worked with CRA vendor Frontline, which is designing a brochure for the Marina Event Center. Agency suggested revisions to their initial design to incorporate the colors of the new Marina Village logo. Agency also revised drafted copy provided by Frontline to maintain consistency across marketing materials.

Construction updates

Agency continues to provide regular construction updates on Facebook in an effort to raise awareness about the progress happening at the marina and keep marina visitors and tenants informed. We maintain regular contact with M. Blomeke to gather background information for social media posts, and regularly visit the marina to take photographs.

5. WEBSITE REDESIGN

RBCRA Web site redesign

Final revisions were completed and new website was presented to CRA Board. Site is now live at www.rbcra.com

Completed

6. EVENTS

Marina Village Ribbon Cutting

T. Theissen, J. Fanning, B. Stephenson and C. O’Donnell took part several planning calls with the CRA to begin coordination of the 2/25 Ribbon Cutting and future Family Fun Day.

Ongoing

MEDIA PLACEMENT INDEX

Print/Online:

Palm Beach Post: “Marina site builder again sought,” Susan Salisbury, 1/30/15

-End Report

Business

Business editor: Antonio Fins (561) 820-4439 or pb_business@pbpost.com
palmbeachpost.com/business

CLOSING FIGURES FOR FRIDAY, JANUARY 29, 2016

DOW Close: 16,466.30	+396.66 ▲	RUSSELL 2000 Close: 1,035.38	+32.11 ▲
S&P 500 Close: 1,940.24	+46.88 ▲	10-YEAR NOTE Close: 1.92	-0.06 ▼
NASDAQ Close: 4,613.95	+107.27 ▲	CRUDE OIL Close: 33.82	+40 ▲

RIVIERA BEACH MARINA

Marina site builder again sought

Riviera Beach Community Development Agency wants to finish project on 15 acres of public land.

By Susan Salisbury
 Palm Beach Post Staff Writer

RIVIERA BEACH — With the Marina Event Center and a pavilion at Bicentennial Park set to open in the spring at the Riviera Beach Marina Village, the Riviera Beach Community Redevelopment Agency is restarting the process of finding a builder for a project on 15 acres of publicly owned land at the marine site.

Having parted ways with the previously chosen builder, Viking Developer, CRA Director Tony Brown said the CRA and city still want to hire a developer or developers to build on the 15 acres.

In December, Viking and the city agreed to end Viking's role as master developer of the marina district. Viking was named master developer in 2006.

Meanwhile, commercial real estate firm CBRE is seeking a tenant for the restaurant at the two-story Marina Event Center and is in negotiations with Rabbit Coffee Roasting Co. in Riviera Beach as a potential tenant for a cafe there.

The Marina Event Center is part of a \$35 million transformation of the marina, which includes a rebuilt and reimagined Bicentennial Park.

This past Wednesday, the CRA began considering three

options Brown presented for constructing a parking garage and public market at the site.

The land being targeted includes all the city and CRA-owned property in the Marina District including Spanish Courts and two other parcels fronting Broadway.

Brown said the city is continuing good faith negotiations with Viking and making sure that any properties swapped are of equal value and similarly situated.

Viking owns a substantial amount of land in the marina district, including the Yachtsman parcel in the middle of the marina. However, the parcels along the Broadway corridor were not part of the original request for proposals that led to Viking's selection.

Brown said further discus-

sions will be held about the Broadway corridor plan and whether to include the city-owned land as part of CBRE's solicitation efforts.

The CRA plans to develop a planned Restaurant Row on its own with CBRE representing it as the exclusive broker.

Robert Healey Sr., chairman of The Viking Group, has stated that Viking plans to privately develop its own lands.

In 2000, Viking built the Viking Yacht Service center at the old Sprague Boatyard in Riviera Beach. Over the years it has spent more than \$20 million acquiring land from private property owners in the marina district and the surrounding areas to facilitate the district's development.

ssalisbury@pbpost.com



Florida's Dynamic
Waterfront Community



Facebook

facebook.com/RBCRA

5 posts

Facebook Fans = 1,811

Up 384% from January 2015 (+1,437 fans)

Up 1.8% from December 2015 (+32fans)

Facebook Audience

- > 59% women
- > 41% men
- > Top age groups: 28% (35-44)

Top 5 Countries

1. United States (1,788)
2. Haiti (3)
3. Jamaica (2)
4. Netherlands (2)
5. Brazil (2)

Top 5 Cities

1. West Palm Beach (657)
2. Riviera Beach (144)
3. Lake Worth (126)
4. Palm Beach Gardens (123)
5. Jupiter (94)

Most Engaged Posts (received most likes, comments and shares)



BOOSTED

1. What a beautiful view visitors will get from the second story of the new Marina Event Center. Reservations are available for banquet and meeting rooms starting in the Spring. Email Mark at mblomeke@rbcr.com for pricing and availability.




ORGANIC

1. A preview of FPL's upcoming Manatee Lagoon in the City of Riviera Beach.

BOOSTED:

 **Riviera Beach CRA** added 3 new photos — at  City of Riviera Beach.
Published by Tony Theissen [?] January 22 at 4:44pm · Riviera Beach

What a beautiful view visitors will get from the second story of the new Marina Event Center. Reservations are available for banquet and meeting rooms starting in the Spring. Email Mark at mblomeke@rbcr.com for pricing and availability.



4,259 people reached

Boosted

116 Likes 7 Comments 18 Shares

Like Comment Share Buffer

4,259 People Reached

167 Likes, Comments & Shares

136 Likes
116 On Post 20 On Shares

13 Comments
7 On Post 6 On Shares

18 Shares
18 On Post 0 On Shares

255 Post Clicks

188 Photo Views
0 Link Clicks 67 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

ORGANIC



Riviera Beach CRA

Published by Tony Theissen [?] January 14 at 10:46am

A preview of FPL's upcoming Manatee Lagoon in the City of Riviera Beach.



Here's A Look At The Manatee Lagoon Opening In Riviera Beach Next Month

The free educational and environmental attraction opens next month, adjacent to the Florida Power & Light energy facility.

PALMBEACHERMAGAZINE.COM

9,352 People Reached

482 Likes, Comments & Shares

326 Likes **42** On Post **284** On Shares

73 Comments **1** On Post **72** On Shares

83 Shares **83** On Post **0** On Shares

519 Post Clicks

0 Photo Views **263** Link Clicks **256** Other Clicks

NEGATIVE FEEDBACK

2 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

9,352 people reached

Boost Post

42 Likes 1 Comment 83 Shares

Like Comment Share Buffer

Twitter

twitter.com/Rivierabeachcra

*O'Donnell Agency has no access to the existing Twitter account as the CRA has said they do not have the login information and password for the account.