

**RESOLUTION NO. 2020-2671**

**A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, RATIFYING THE SELECTION OF CAROLYN IZZO INTEGRATED COMMUNICATIONS, INC. FOR PUBLIC RELATIONS CONSULTING FOR THE TOURIST BUREAU; PROVIDING FOR AUTHORIZATION; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, on October 10, 2019, the Town of Surfside (“Town”) issued Request for Proposals No. 2019-02 (“RFP”) to competitively procure public relations consulting services for the Town’s Tourist Bureau (“Services”); and

**WHEREAS**, the Town received five proposals in response to the RFP; and

**WHEREAS**, the proposals were evaluated and ranked by an Evaluation Committee on December 9, 2019; and

**WHEREAS**, on February 3, 2020, the Tourist Board received oral presentations from the three highest ranked proposers and, after further evaluation and consideration, selected Carolyn Izzo Integrated Communications, Inc. (the “Consultant”) to provide the Services; and

**WHEREAS**, the Town Commission wishes to ratify the Tourist Board’s selection of Consultant due to the multi-year or renewable term of the agreement and desires to authorize the Town Manager to negotiate and execute an agreement for the Services with the Consultant consistent with the Consultant’s Proposal attached hereto as Exhibit “A” (the “Proposal”), subject to final approval as to form, content, and legal sufficiency by the Town Manager and Town Attorney; and

**WHEREAS**, the Town Commission finds that this Resolution is in the best interest and welfare of the Town.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA AS FOLLOWS:**

**Section 1.     Recitals.** The above-stated recitals are true and correct and are incorporated herein by this reference.

**Section 2.     Ratifying Selection.** That the Town Commission hereby ratifies the Tourist Board’s selection of Consultant to provide the Services pursuant to the RFP.

**Section 3. Authorization.** That the Town Commission hereby authorizes the Town Manager to negotiate and execute an agreement with the Consultant consistent with the Proposal attached hereto as Exhibit "A," subject to the final approval of the Town Attorney as to form, content, and legal sufficiency, and to expend budgeted funds during the term of the agreement. If an agreement cannot be reached with the Consultant, the Town Manager is authorized to negotiate and execute an agreement with the next highest ranked firm(s), in order of ranking, until an agreement in the best interest of the Town is reached.

**Section 4. Implementation.** The Town Manager and/or designee are authorized to take any and all action necessary to implement the purposes of this Resolution and the agreement.

**Section 5. Effective Date.** This Resolution shall become effective immediately upon adoption.

**PASSED AND ADOPTED** on this 11<sup>th</sup> day of February, 2020.

**Moved By:** Commissioner Karukin

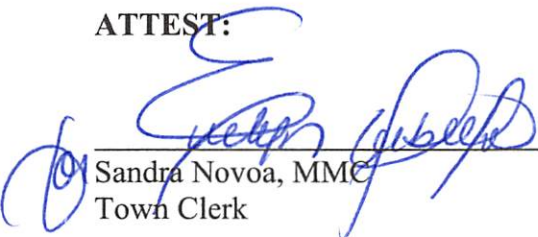
**Second By:** Vice Mayor Gielchinsky

**FINAL VOTE ON ADOPTION**

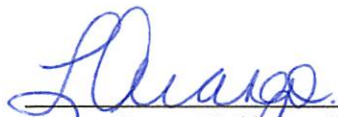
|                               |               |
|-------------------------------|---------------|
| Commissioner Barry Cohen      | <u>Absent</u> |
| Commissioner Michael Karukin  | <u>Yes</u>    |
| Commissioner Tina Paul        | <u>Yes</u>    |
| Vice Mayor Daniel Gielchinsky | <u>Yes</u>    |
| Mayor Daniel Dietch           | <u>Yes</u>    |

  
\_\_\_\_\_  
Daniel Dietch  
Mayor

**ATTEST:**

  
\_\_\_\_\_  
Sandra Novoa, MMC  
Town Clerk

**APPROVED AS TO FORM AND LEGALITY FOR THE USE  
AND BENEFIT OF THE TOWN OF SURFSIDE ONLY:**

  
\_\_\_\_\_  
Weiss Serota Helfman Cole & Bierman, P.L.  
Town Attorney

PROPOSAL FOR TOWN OF SURFSIDE  
RFP NO. 2019-02  
SUBMITTED: NOVEMBER 25, 2019

# Town of Surfside

Carolyn Izzo Integrated Communications Inc.  
(CIIC)

**Location of offices:**

95 Merrick Way  
Coral Gables, FL 33134

1 Piermont Avenue  
Nyack, NY. 10960

157 Columbus Ave  
New York, NY. 10023

Phone number: 305-677-3904

Contact: Amy Sedeño  
Executive Director & Partner  
[asedeno@ciicnews.com](mailto:asedeno@ciicnews.com)



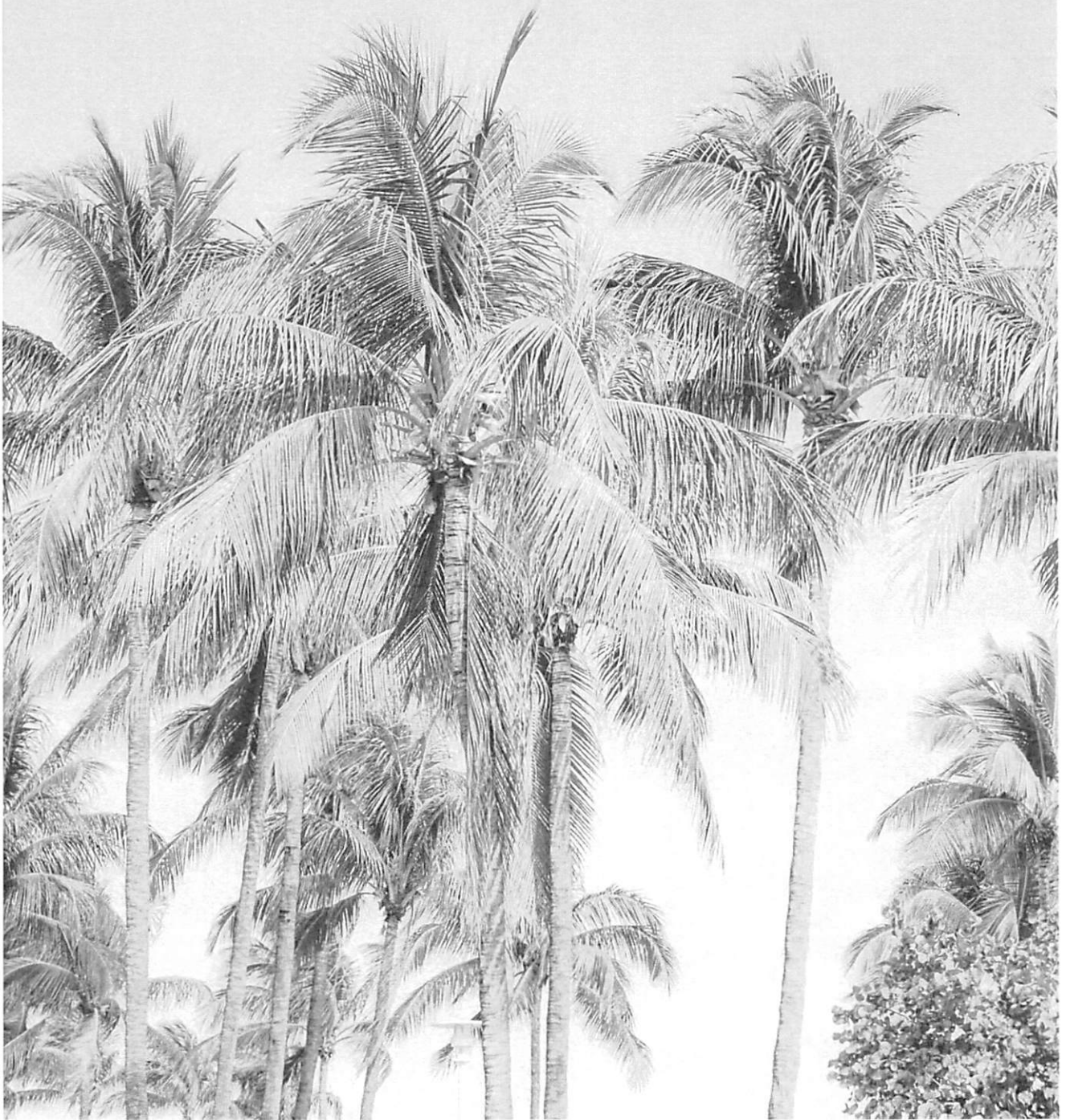


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Tab  
1.3.3  
Letter of Intent



# Letter of Intent



Sandra Novoa  
Town of Surfside Clerk  
9293 Harding Avenue  
Surfside, FL 33154

Dear Ms. Novoa,

Carolyn Izzo Integrated Communications (CIIC) is excited to participate in the Town of Surfside's search for an experienced collaborator to direct a results-driven public relations campaign that aligns with the Tourist Bureau's marketing objectives to increase regional, national and international recognition of Surfside as one of Florida's premiere tourist destinations.

As a specialized tourism and lifestyle public relations agency with more than two decades of history, CIIC has the skill, experience, creativity and the passion to plan and execute a meaningful, memorable and measurable campaign to increase awareness of Surfside's attributes and attractions. We also have our eye on the end goal: more Resort Tax revenue directly supports the promotion of your tourism industries as well as all Tourist Board activities.

CIIC enjoys a sterling reputation among top-tier national and international consumer and trade media; and our contacts with like-minded brands and personalities of clout will help Surfside expand its influence to audiences of diverse age groups, lifestyles and geographies. Our experience partnering with players across the travel industry spectrum, from hotels and restaurants to event managers and associations, as well as liaising with municipal, state and national tourism and economic development authorities, is what enables us to leverage partnerships so well.

The following pages reflect our strategic thinking, the broad experience of our team, and our successful record of performing similar work for leading tourism industry players in the United States and abroad.

CIIC is a self-certified Women-Owned Small Business (WOSB), and is additionally certified by the Women's Business Enterprise National Council (WBENC). It would be our great honor and pleasure to promote the Town of Surfside. Thank you, in advance, for considering our proposal and the team of professionals authorized to represent our company in this RFP process.

Sincerely, 

Carolyn Izzo-Feldman  
Founder and President  
CIIC

By signing I certify that I am a corporate officer with the authority to bind CIIC.

My partner, named below, is additionally authorized to represent CIIC in negotiations:

Amy Sedeño



Executive Director & Partner

Tab  
1.3.4  
Firm's Contact, Expertise and  
Project Management



www.ciic.com

# a. Firm's Contact



**Name of firm:**

Carolyn Izzo Integrated Communications, Inc. (CIIC)

**Location of offices:**

1 Piermont Avenue  
Nyack, NY 10960

157 Columbus Ave  
New York, NY 10023

95 Merrick Way  
Coral Gables, FL 33134

-Office from which the Surfside Tourist Bureau will be serviced

**Phone and email contacts:**

CIIC New York  
Carolyn Izzo-Feldman  
845-358-3920 x11  
[cizzo-feldman@ciicnews.com](mailto:cizzo-feldman@ciicnews.com)

CIIC Miami  
Amy Sedeño  
305-677-3904 x24  
[asedeno@ciicnews.com](mailto:asedeno@ciicnews.com)

-Primary contact for this proposal





## b. Expertise and Project Management



### **Agency Background:**

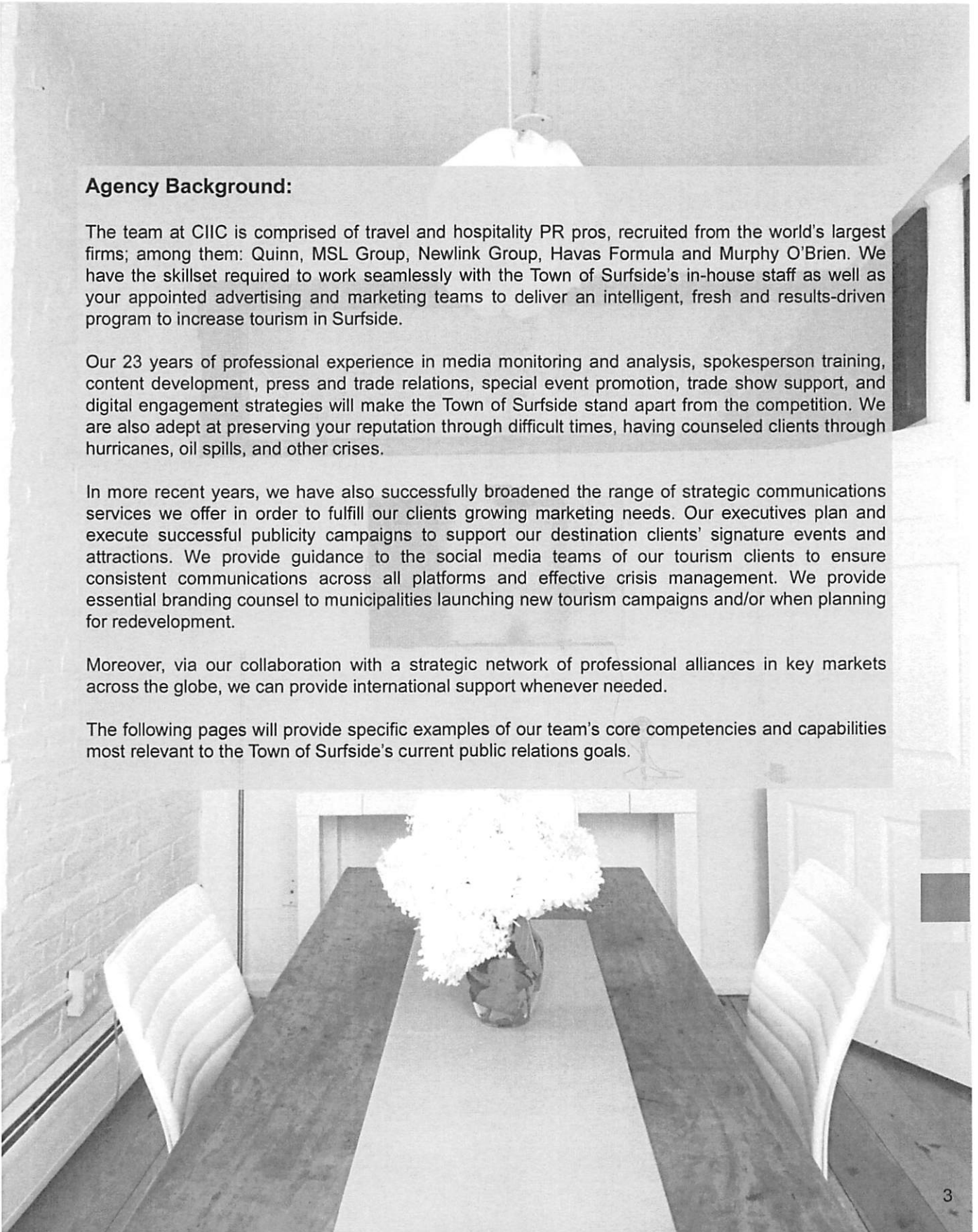
The team at CIIC is comprised of travel and hospitality PR pros, recruited from the world's largest firms; among them: Quinn, MSL Group, Newlink Group, Havas Formula and Murphy O'Brien. We have the skillset required to work seamlessly with the Town of Surfside's in-house staff as well as your appointed advertising and marketing teams to deliver an intelligent, fresh and results-driven program to increase tourism in Surfside.

Our 23 years of professional experience in media monitoring and analysis, spokesperson training, content development, press and trade relations, special event promotion, trade show support, and digital engagement strategies will make the Town of Surfside stand apart from the competition. We are also adept at preserving your reputation through difficult times, having counseled clients through hurricanes, oil spills, and other crises.

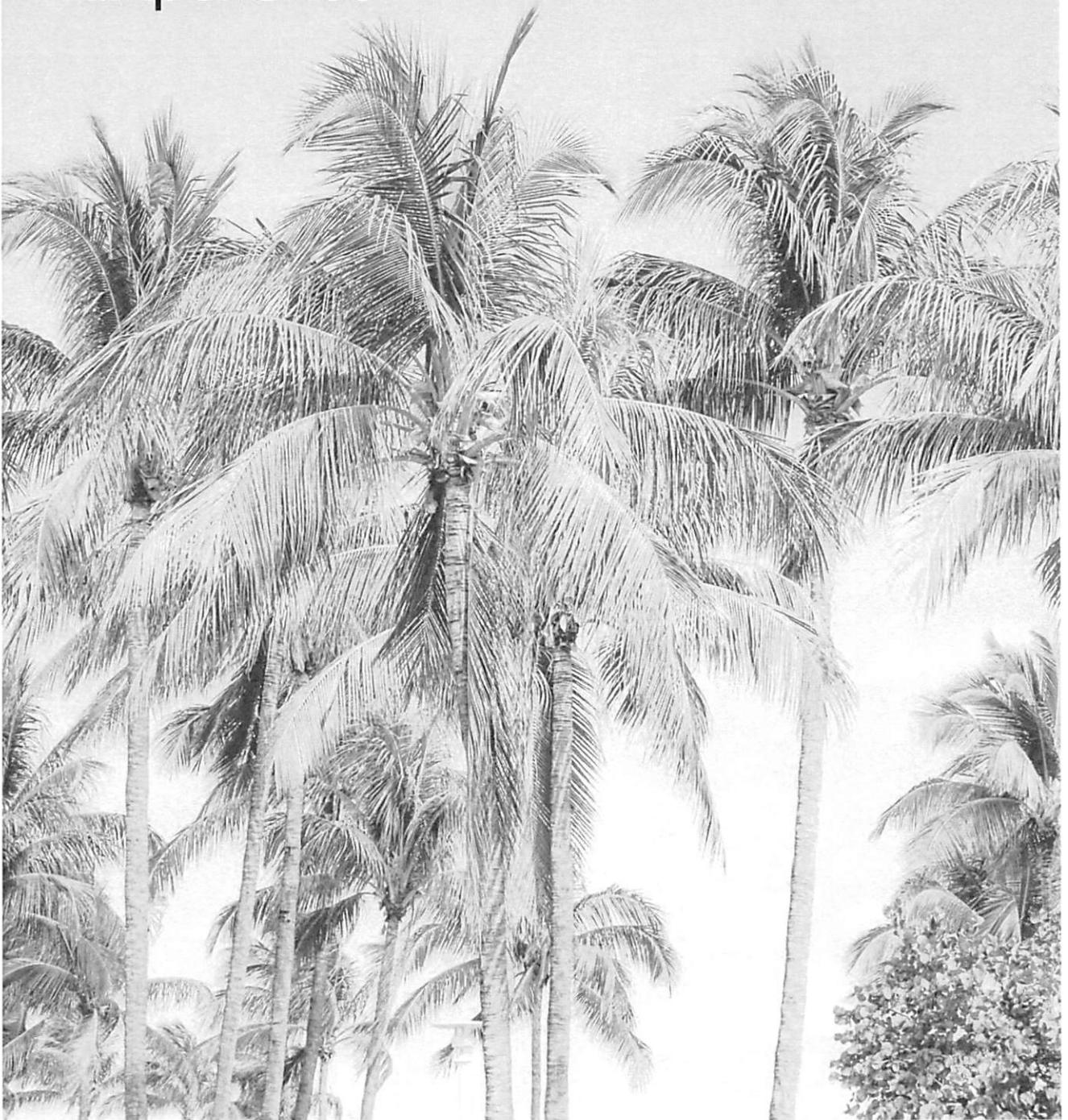
In more recent years, we have also successfully broadened the range of strategic communications services we offer in order to fulfill our clients growing marketing needs. Our executives plan and execute successful publicity campaigns to support our destination clients' signature events and attractions. We provide guidance to the social media teams of our tourism clients to ensure consistent communications across all platforms and effective crisis management. We provide essential branding counsel to municipalities launching new tourism campaigns and/or when planning for redevelopment.

Moreover, via our collaboration with a strategic network of professional alliances in key markets across the globe, we can provide international support whenever needed.

The following pages will provide specific examples of our team's core competencies and capabilities most relevant to the Town of Surfside's current public relations goals.



Tab  
1.3.5  
Principal in Charge's  
Experience



# Principal in Charge's Experience



## Meet Amy

### **Amy Sedeño** **Executive Director & Partner / Miami**

A pro in the hospitality and tourism industry with seven years of experience practicing Public Relations, Amy is a partner at CIIC and the lead of the agency's Miami office. Her destination experience includes work with Barbados, Quintana Roo, the Dominican Republic, Acapulco, Los Cabos, Chile, and Guatemala. In addition to destinations, she has an extensive roster of properties-big and small-under her belt, including Marriott International Inc., Grand Lucayan (Bahamas), Solmar Group (Los Cabos), Hotel El Ganzo (Los Cabos), Cala Luna hotel (Costa Rica), Hyatt Ziva and Hyatt Zilara (Mexico and Jamaica), The Atlantic (Fort Lauderdale) and Caribe Hilton (Puerto Rico), to name a few. Amy has spearheaded campaigns for high-profile Real Estate clients, including Rancho San Lucas and Vivo Resorts & Residences. Within the Food and Beverage sectors, she has executed campaigns for ProChile and Barton & Guestier.

Amy is also an active voice in the Tourism and Travel Trade media and a published writer for the Luxury Hotel Association and Hotel Executive print and online publications. She's been quoted as an expert on Travel Weekly, and has been featured in consumer outlets including Swanky Retreats, InMexico and Caribbean Living covering lifestyle and travel topics. Amy has participated in speaking engagements for the travel industry and has led panels for the South Florida Bloggers Association on numerous occasions.



Tab  
1.3.6  
Project Team Resumes/CVs  
and Experience



## a. Senior Management NYC



**Carolyn Izzo-Feldman**  
**President & Chief Strategist**

Carolyn's more than 30 years of public relations and marketing experience forms the foundation of CIIC's renowned and distinctive offering of services. Her intelligent, creative and energetic personality has made Carolyn a valued counsel to top executives at multi-national hotel brands, fine dining and restaurant chains, real estate developments and government tourism boards around the world.

Carolyn has piloted CIIC in numerous award-winning campaigns on behalf of the company's diverse clientele. Prior to founding CIIC, Carolyn worked for several large public relations firms from which she gleaned experiences that honed her dedication to offer clients principal-led and personalize service. Today, CIIC is the culmination of Carolyn's vision, setting a new standard for lifestyle public relations.



**Paola Cuevas**  
**Director**

Paola is a bilingual public relations specialist with strong background in travel, lifestyle and consumer accounts. Previous experience includes consumer brands such as Turbo Tax, La Lechera, Wonderful Pistachios, Bugaboo, Dunkin Donuts, Tequila Herradura, siggi's and more. Paola has a strong focus in Influencer Marketing and holds strong relationships with Hispanic, wellness and lifestyle content creators. She's also lead the Ecuador Ministry of Tourism account, the Los Cabos Tourism Board account and destination marketing for Acapulco. Currently, Paola is the account director for the Quintana Roo Tourism Board, Aliz Hotel Times Square, and Mexico Grand Hotels, a collection of resorts in Los Cabos.



## b. Proposed Account Team



**Melanie Neff**  
**Account Executive**

A transplant from Puerto Rico, Melanie has managed numerous luxury brands such as Akua Event Design Group, The Lounge Event Furniture Rentals, The Cancun CVB, Krystal Grand Hotels & Resorts, Cala Luna Boutique Hotel in Costa Rica, The Atlantic Fort Lauderdale, Hilton Puerto Vallarta Resort, the Barbados Tourism Board and more. She has extensive experience in luxury events and activations and has secured top-tier features for her clients in publications such as Brit + Co, USA Today, Style Me Pretty, Grace Ormonde Wedding Style, Travel + Leisure, Brides and Perfect Wedding Magazine. Her work has always been characterized by seamlessly integrating the local community within larger projects and collaborating with non-profit organizations.



**Marissa Labadie**  
**Associate Account Executive**

Marissa brings a varied perspective to the field of public relations. She supports efforts for clients across the US, Latin America and the Caribbean, including Hilton Puerto Vallarta, Vivo Resorts, Cala Luna and Barbados Tourism Board. Prior to CIIC, Marissa worked on press and activations locally and abroad for fashion brands large and small, including Pitusa, Reformation, Theory, Harper's BAZAAR, Montce and Style Mafia, spearheading events for Art Basel Miami Beach and Swim Week as well as aligning top influencer partnerships. Marissa has earned clients placements in publications including VOGUE Online, British VOGUE, Refinery29, POPSUGAR and The Everygirl.



c. Organizational Chart



Carolyn Izzo-Feldman, President and Chief Strategist  
**Executive Counsel**



Amy Sedeño, Executive Director and Partner  
**Executive Counsel, Chief Strategist, Creative Development**



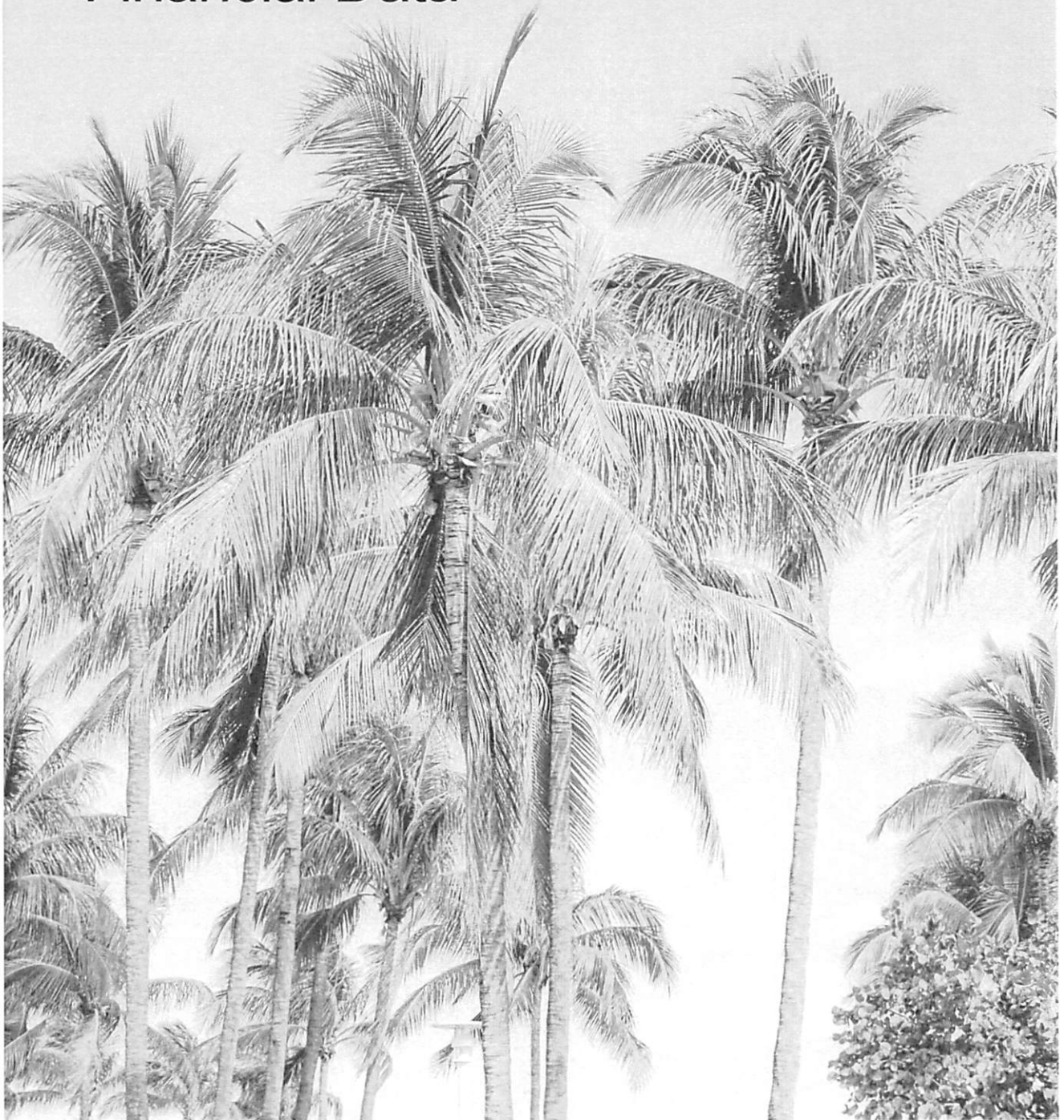
Melanie Neff  
**Account Executive**  
Client Contact, Media Relations Planning and Outreach, Campaign Management  
Representative at Meetings, Conferences, and Events



Marissa Labadie  
**Account Coordinator**  
Research, Media Monitoring, Activity Report Development  
General Account Administration



Tab  
1.3.7  
Credentials, Capabilities and  
Financial Data





# 1.3.7.1 Proof of Authorization to Transact Business in Florida



I certify from the records of this office that CAROLYN IZZO INTEGRATED COMMUNICATIONS INC., is a corporation organized under the laws of New York, authorized to transact business in the State of Florida, qualified on November 15, 2019.

The document number of this corporation is F19000005191.

I further certify that said corporation has paid all fees due this office through December 31, 2019, and its status is active.

I further certify that said corporation has not filed a Certificate of Withdrawal.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Eighteenth day of November, 2019



*Laurel M. Lee*  
Laurel M. Lee  
Secretary of State

CR2E022 (01-11)

## 1.3.7.2 Proof of Professional License and Insurance and Client List



CIIC recently celebrated its 23<sup>rd</sup> year of continuous operation – a history long enough to have established long-standing relationships with media contacts and influencers we now call friends. While our principals who oversee all agency initiatives are industry veterans with over 10 years of experience, our team of Account Executives complement this experience by having their fingers on the pulse of what's trending in order to successfully keep our clients' brands ahead of the competition.

During our 2+ decades of professional practice, we have maintained the same name and hold all business licenses and insurance required by the Town of Surfside Tourist Bureau. As proof, we are including a copy of our original Certificate of Incorporation for Carolyn Izzo Integrated Communications Inc., filed and certified in 1996 with the State of New York. Also, as proven on Page 8 of this proposal, we are officially authorized to transact business in the State of Florida. We are additionally proud to note that a complaint against CIIC has never been filed with a consumer protection organization or any state regulatory agency

Following is a list of our current and past travel industry clients. As you will see, we have vast experience representing tourism destinations around the world. We are now ready to bring our award-winning campaigns 'home,' if we should be honored with the Town of Surfside's business.

### MEXICO

#### Destinations:

Acapulco Tourism Board  
Mandarina, Riviera Nayarit  
Quintana Roo Tourism Board  
Baja California Sur Tourism Board  
Los Cabos Tourism Board  
Ixtapa-Zihuatanejo Tourism Board  
Taxco Tourism Board

#### Hotels:

Hotel El Ganzo  
Fairmont Princess  
Capella Pedregal  
Capella Ixtapa  
Hilton Los Cabos  
Hilton Puerto Vallarta Resort  
Krystal Grand Hotels & Resorts  
La Tanquila  
Valentine Imperial Maya  
Solmar Hotels & Resorts  
Rancho San Lucas Resort & Residences  
Mexico Grand Resorts  
Hacienda Encantada Resort & Residences  
Vista Encantada Spa Resort  
Playa Hotels & Resorts  
Hyatt Ziva  
Hyatt Zilara  
Occidental Hotels & Resorts  
Pueblo Bonito Oceanfront Resorts & Spas  
Vivo Resort & Residences

### USA

#### New York

Aliz Hotel Times Square  
The Time Hotel  
The Kimberly Hotel  
Riu Times Square  
Moxy NYC  
Hotel BPM Brooklyn  
Roundhouse Beacon  
The Whiteface Lodge  
Rooftop XP  
Beekman

#### California

Sunset Marquis Hotel & Villas  
The Georgian Santa Monica  
The Peninsula Beverly Hills  
The Inn & Links at Spanish Bay  
La Costa Resort and Spa

#### Florida

Atlantic Hotel & Spa  
100 Montaditos Miami

### LATIN AMERICA

Barbados Tourism Board (Latam)  
ProChile  
Guatemala Tourism Board  
Marriott Hotels International  
Hilton Sao Paulo Morumbi  
Capella Hotels and Resorts  
Cala Luna Boutique Hotel

### CARIBBEAN

Dominican Republic Tourism  
Caribe Hilton  
Barbados Tourism  
Grand Lucayan Resort  
Rosewood Bermuda  
RIU Aruba

### CANADA

The Post Hotel & Spa  
Azuridge Estate

### EUROPE

Barton & Guestier Wines  
Epoque Hotels  
Visit Europe  
Capella Schloss Velden  
Capella Castlemartyr

### ASIA

Bibigo



1.3.7.2 Proof of Professional License  
and Insurance and Client List



**State of New York  
Department of State } ss:**

I hereby certify, that the Certificate of Incorporation of CAROLYN IZZO INTEGRATED COMMUNICATIONS INC. was filed on 05/17/1996, with perpetual duration, and that a diligent examination has been made of the Corporate index for documents filed with this Department for a certificate, order, or record of a dissolution, and upon such examination, no such certificate, order or record has been found, and that so far as indicated by the records of this Department, such corporation is an existing corporation.

\*\*\*

*WITNESS my hand and the official seal  
of the Department of State at the City of  
Albany, this 14th day of May two  
thousand and eight.*

*Special Deputy Secretary of State*

200805150214 101



# 1.3.7.3 Business Overview, Financial State and Annual Revenue



CAROLYN IZZO INTEGRATED COMMUNICATIONS, INC.

November 17, 2019

To Whom It May Concern:

As per the requirements outlined in this RFP to provide financial data, and to keep this information confidential and discreet, this information is enclosed in a separate sealed and signed envelope labeled:

**Confidential:**  
Carolyn Izzo Integrated Communications, Inc.  
Financial Data

This information has been confirmed and provided by our firm's accountants and includes a business overview, financial state of business and annual revenue for the past two (2) years, including 2017 and 2018.

Additionally, this is to confirm that I, Carolyn Izzo-Feldman, President, am the sole person having financial interest in the firm, Carolyn Izzo Integrated Communications, Inc. – with my full name and address as listed below:

Carolyn Izzo-Feldman  
238 South Boulevard  
South Nyack, NY 10960

Sincerely,

Carolyn Izzo-Feldman  
President  
Carolyn Izzo Integrated Communications, Inc.  
1 Piermont Avenue  
Nyack, NY 10960

New York / Miami  
[www.ciicnews.com](http://www.ciicnews.com)

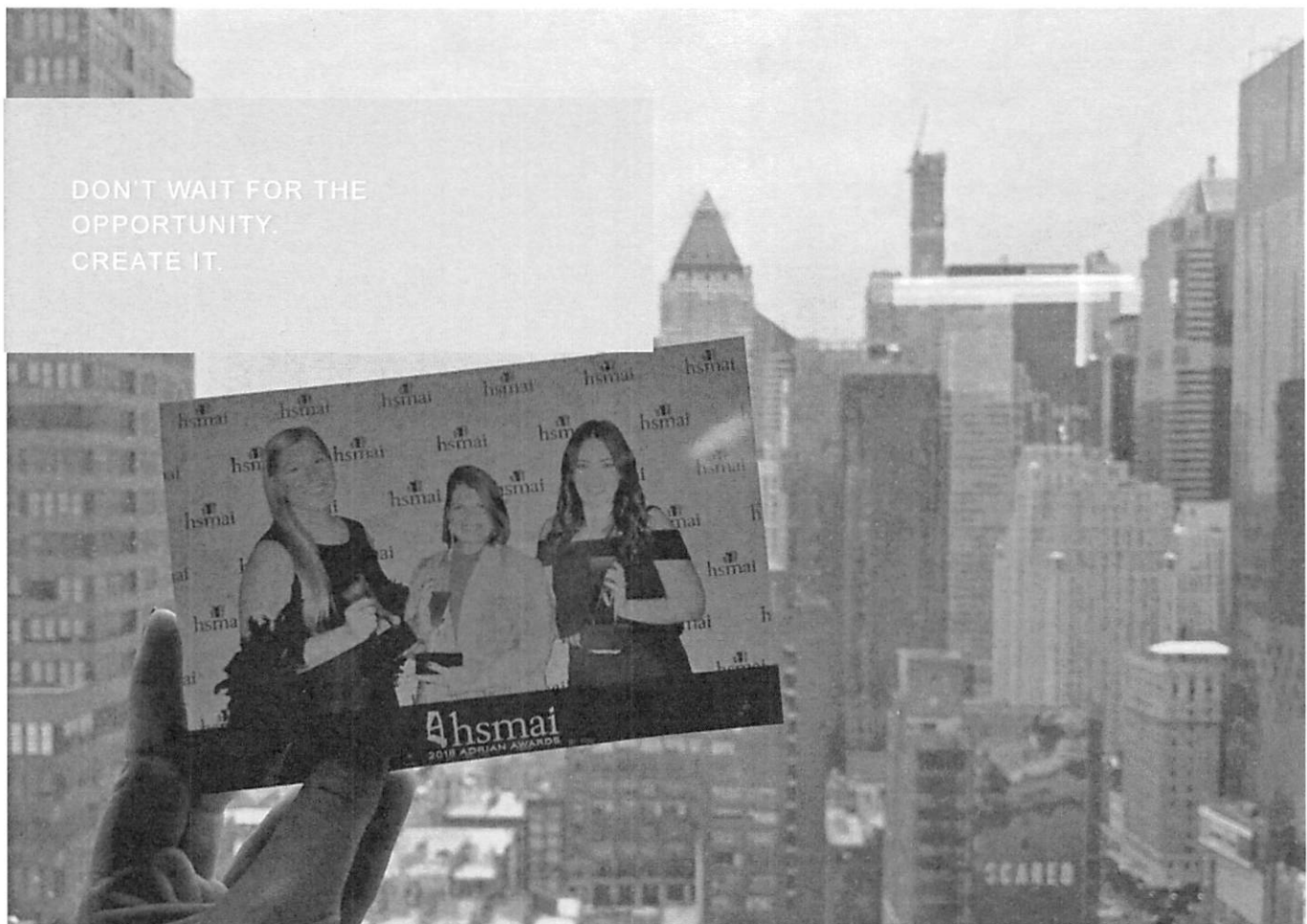


## 1.3.7.4 Supporting Documentation

As leaders in Destination and Tourism Public Relations, the following pages will demonstrate our capabilities to provide and implement the services as required and outlined in this RFP.





















Our work on behalf of our clients has been recognized year after year with awards from PR Daily, PR News and the Hospitality Sales & Marketing Association International (HSMIA). CIIC is the proud recipient of a 2019 Silver HSMIA Award for our work with Aliz Hotel Times Square.





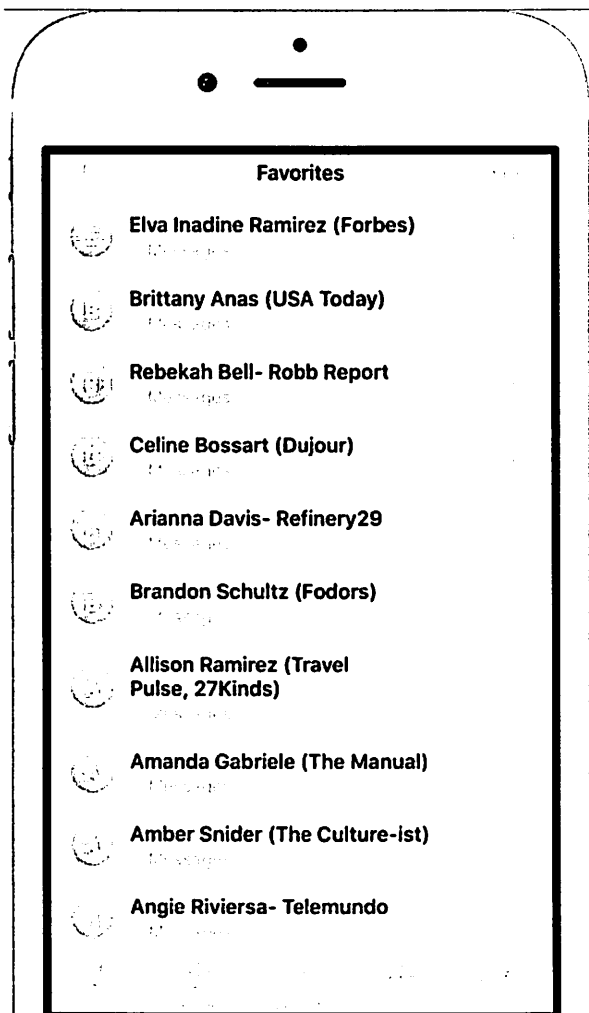
## Our Services

|  |   |   |  |  |  |
|--|---|---|--|--|--|
| <br>Campaign Planning<br>+<br>Strategy                            | <br>Content Development/<br>Copy Writing | <br>Development<br>of<br>Creative Story Angles | <br>Key Message Development           | <br>Media Relations             | <br>Blogger<br>+<br>Influencer Relations    |
| <br>Co-branded<br>Sponsorships<br>&<br>Promotions                 | <br>Media Tours in<br>Target Markets     | <br>Events + Activations                       | <br>Press Trips                       | <br>Spokesperson<br>training     | <br>HTML Newsletter<br>Development          |
| <br>Reputation and Issues<br>Management/Crisis<br>Communications | <br>Trade show support                  | <br>Social Media<br>Campaigns                 | <br>Film & Photo shoot<br>Management | <br>Reporting<br>+<br>Analytics | <br>Passion for travel<br>&<br>hospitality |



## 1.3.7.4 Supporting Documentation

# 23 Years of Crafting Connections



We recognize the importance of building relationships and developing strategic partnerships. From airlines to Tourism Boards and CVBs, local Chambers of Commerce and events to major brands, we connect the dots in an effort to spread awareness.

...and media? We've got them on speed dial.

"PEOPLE DO NOT BUY GOODS AND SERVICES. THEY BUY RELATIONS, STORIES AND MAGIC."

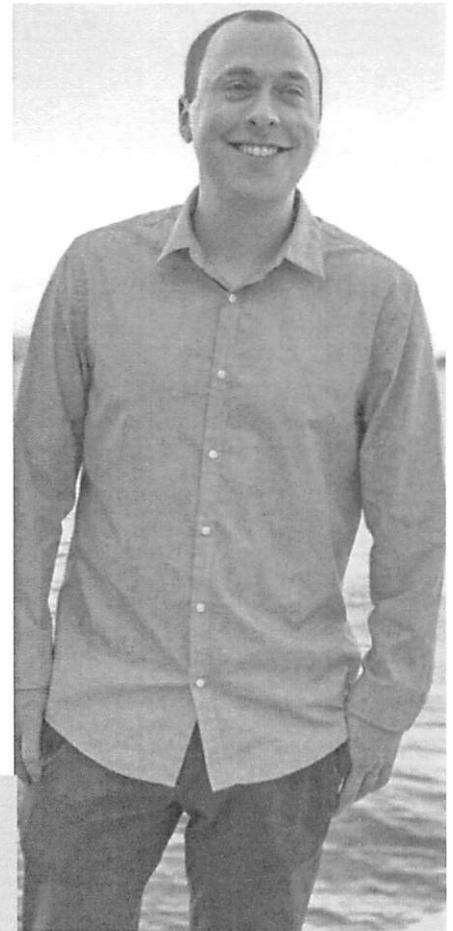
SETH GODIN



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## 1.3.7.4 Supporting Documentation

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### Media Testimonials

**Mai Pham**  
**Contributor to Eater, Houston Chronicle, The Dallas Morning News, Extra Crispy**

CIIC's team is one of the easiest, most pleasant, most professional teams I have had the pleasure of working with. I deal with numerous PR companies in the travel space. Communication with CIIC is always top notch and timely. The team members regularly check in and provide information on their clients without being pushy; provide ideas for pitches that are relevant to my beat; and organize some of the best press trips I've attended.

**Kristen Oliveri**  
**Contributor to The Daily Meal, USA Today, Gluten-Free Living Magazine**

It's been an absolute pleasure working with the team at CIIC. They are professional, polished, creative and have an incredible sense of what the food and travel industry needs and wants. They've assisted me in crafting some of my favorite published pieces in recent years. The creativity that they bring to the table in the food and travel space is truly exceptional.

**Daniel Feingold**  
**Producer, Deco Drive**

CIIC was very accommodating for a food shoot I produced around the holidays. Everything went smoothly and got done in a timely manner. I look forward to working with CIIC again on future stories.





# 1.3.7.4 Supporting Documentation



## Media Targets

To build awareness for Surfside amongst its targeted audience, we propose the following media targets.

### The Business Story

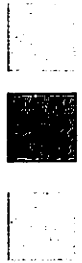
- Robb Report
- Forbes
- Yahoo Finance
- The New York Times
- Miami Herald
- The Washington Post
- Bloomberg
- Wall Street Journal
- Florida Trend
- Miami Empresarial
- Miami New Times
- South Florida Business Journal
- Sun-Sentinel
- South Florida Business and Wealth
- Business Observer
- The Real Deal

### National Angles

- Newsday
- New York Post
- USA Today
- The New York Times
- The Wall Street Journal
- The Washington Post
- Chicago Tribune
- Daily News
- Miami Herald
- Gothamist
- Boston Globe
- Chicago Sun-Times

### The Travel + Lifestyle Story

- Travel + Leisure
- Condé Nast Traveler
- Town & Country Travel
- Sunset Magazine
- Afar
- Departures Dispatch
- Bloomberg Pursuits
- Family Travel Magazine
- AARP
- Hemispheres
- American Way
- ROAM
- GQ
- Essence
- Family Circle
- Brit + Co
- Refinery29
- The Manual
- Caribbean Living
- Family Travel Network
- Miami Living
- City & Shore
- The Luxury Lifestyle
- Ocean Drive Magazine
- Aventura Magazine
- Haute Living



Forbes



REFINERY29

TRAVEL AGENT CENTRAL

SunSentinel



Condé Nast  
Traveler

TRAVEL+ LEISURE

CITY & SHORE  
MAGAZINE

AVENTURA  
MAGAZINE

### The Foodie Story

- Tasting Table
- Bon Appétit
- The Daily Meal
- Thrillist
- POPSUGAR
- Eater
- Tasty
- Food INSIDER
- Chowhound
- Saveur
- Eating Well
- Chat Chow
- Edible South Florida
- The Naughty Fork
- Check Please

### The Trade Story

- Travel Daily News
- Recommend
- Travel Agent Central
- Travel Pulse
- Travel Weekly
- Hotel Source
- Hotel Management
- Hotel Business
- Travel Age West
- Successful Meetings
- Meetings Focus
- Smart Meetings

### The Local Story

- Miami Herald
- Modern Luxury (Miami)
- South Florida Luxury Guide
- Sun-Sentinel
- Miami Today
- Aventura Magazine
- Ocean Drive Magazine
- Miami New Times
- Brickell Magazine
- The Surfside Gazette

### The Visual Story

- @kellysaks (30.5k)
- @fatgirlhedonist (93.4k)
- @beyondsouthbeach (35.3k)
- @thestylebungalow (211k)
- @nany (180k)
- @thefashionpoet (83.1k)
- @jourmeyofabraid (29.9k)
- @mr.eats305 (71.3k)
- @thefoode (29.6k)
- @miami\_foodporn (146k)
- @succulentbite (495k)
- @miamifoodpug (78.8k)
- @thehungrypost (90.2k)

# 1.3.7.4 Supporting Documentation



## Stories We've Crafted



Sunset Magazine: Hotels for Art Lovers  
Circulation: 1,430,000 UVPM  
Est. Editorial Value: \$17,800



Brides: Eco-Friendly Honeymoon Suites That Make Going Green Sexy (and Easy)  
Circulation: 1.5 million UVPM  
Est. Editorial Value: \$20,000



Harper's Bazaar: Sleeping with Artists: Hip Hotels with Artist-in-Residence Programs  
Circulation: 765,490 UVPM  
Est. Editorial Value: \$8,000



Travel + Leisure: Hotels Where You Can Rock Out Like Britney, Aerosmith, and Drake  
Circulation: 3.1 million UVPM  
Est. Editorial Value: \$35,000



Reader's Digest: 16 Affordable Labor Day Getaways  
Circulation: 3 million UVPM  
Est. Editorial Value: \$20,000



Thrillist: Best Beaches in Florida  
Circulation: 11.5 million UVPM  
Est. Editorial Value: \$20,000



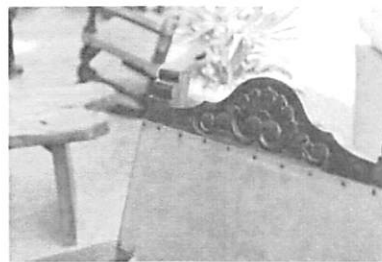
Condé Nast Traveler: Top Things to do in Los Cabos, Mexico  
Circulation: 807,873 UVPM  
Est. Editorial Value: \$8,000



Robb Report: Golf Legend Greg Norman Plans Branded Residences in Cabo  
Circulation: 472,100 UVPM  
Est. Editorial Value: \$15,000



Hip Latina: 5 Things To Do in Cancun That Don't Involve Spring Break  
Circulation: 33,000 UVPM  
Est. Editorial Value: \$2,000



DuJour: Room Request Hacienda Encantada  
Circulation: 3.3 million UVPM  
Est. Editorial Value: \$20,000



Eater: New Netflix Show Chronicles Eleven Madison Park's Reopening Last Year  
Circulation: 5.7 million UVPM  
Est. Editorial Value: \$69,275



## 1.3.7.4 Supporting Documentation



### Broadcast Opportunities

CIIC works closely with producers, on-air talent, third party spokespersons and influencers to secure broadcast interviews, cooking demonstrations, sweepstakes, giveaways and more on behalf of the brands we represent.

As a result of our relationships and outreach, we've successfully secured local and national broadcast opportunities with the following leading shows in the US:

- Ellen DeGeneres 12 Days of Giveaways partnership
- Fox & Friends on-air cooking segment
- Rachael Ray Winter Getaway promotion
- KTLA-TV cooking demo with Chef Tadd Chapman
- CBS' The Talk & The Daytime Emmys  
On air food & beverage segment and Emmy celebrity gift bag promotion
- Wheel of Fortune vacation sweepstakes
- And more...



## 1.3.7.4 Supporting Documentation

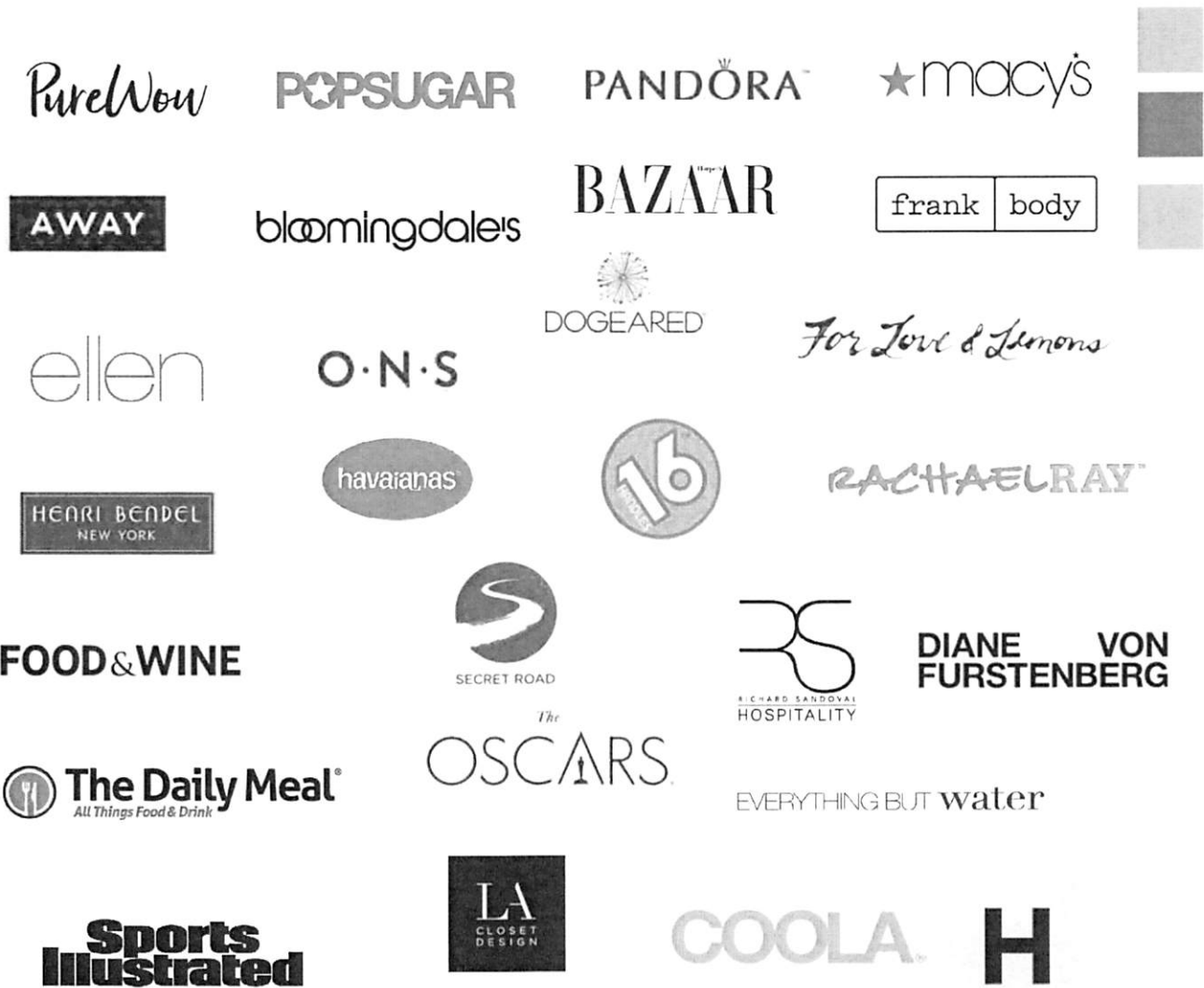


### Our Contacts Count: Brand & Partnerships

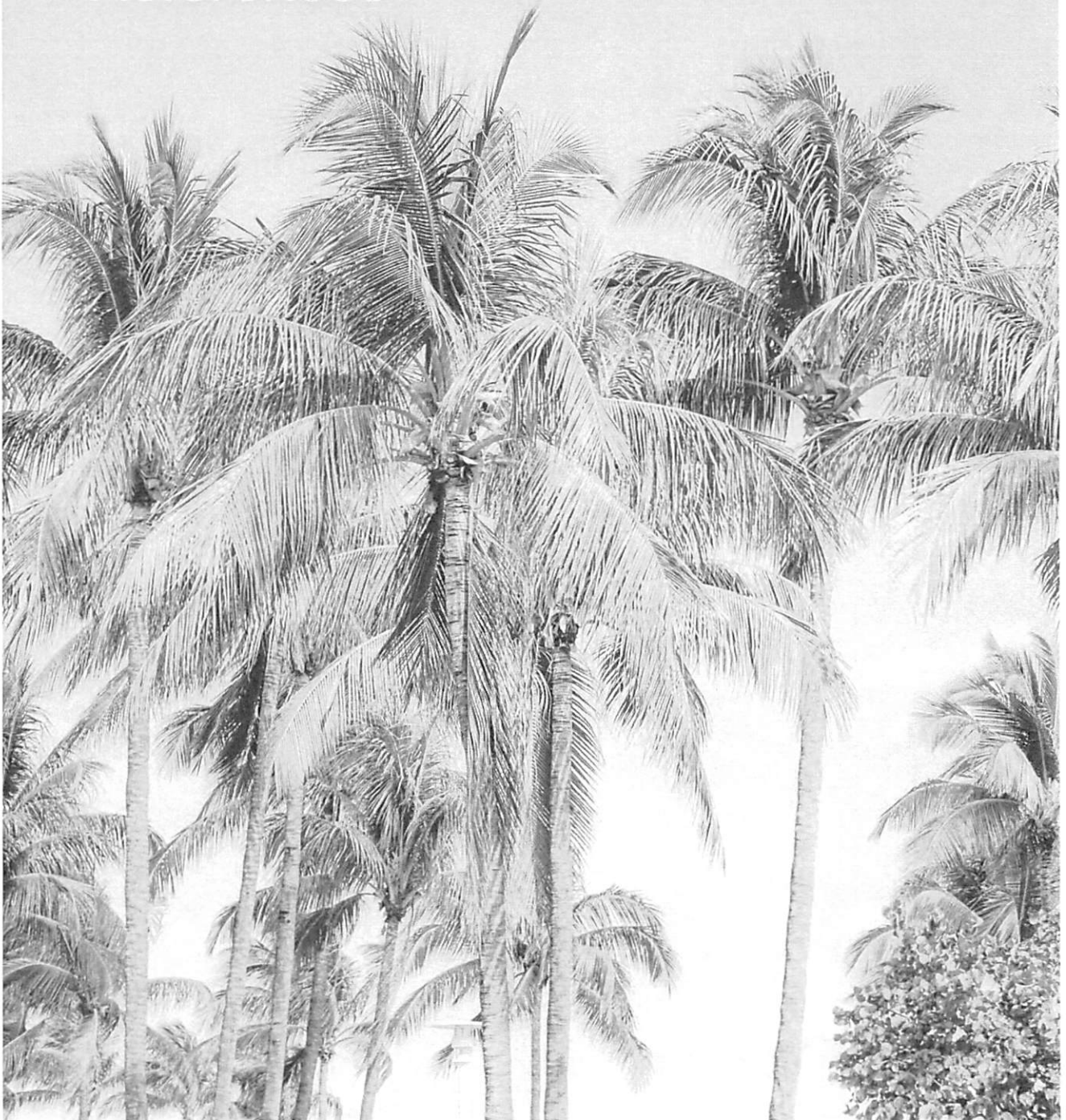
The CIIC team has developed, planned and executed co-branded partnerships and events with major brands on behalf of our clients including specialty department store Henri Bendel, Havaianas, Everything but Water, Ancestry.com, Macy's, and global restaurateur Richard Sandoval, among others.

Our partnerships with Havaianas and Henri Bendel were, in fact, honored by the Hospitality Sales & Marketing Association International (HSMAI) with Adrian Awards for their creativity and results.

Our partnership services include: retail alliances, digital promotions, cross-branded partnerships, on-location film shoots, on-location photoshoots, celebrity tie-ins, and chef appearances to name a few.



Tab  
1.3.8  
Similar Projects and  
References



## 1.3.8.1 Similar Projects and References



To more fully illustrate our credentials and capabilities, we offer the following case studies and client references most relevant to the Town of Surfside Tourist Bureau.

# Relevant Successes



## 1.3.8.1 (a) Case Studies



# #CABOSTRONG

On Sept. 14, 2014, Los Cabos, Mexico was struck by Category 3-Hurricane Odile which caused \$1.2 billion in damage. Instantaneously, as the PR agency of record for the Los Cabos Tourism Board, we put our well-rehearsed crisis plan into action coordinating activities by local, state and federal government agencies; and addressing the press, travel industry, and concerned consumers with approved statements and social media messaging on a daily basis.

As 2015 approached, we had our work cut out for us as there was a lot of chatter about the destination, the hurricane and the destruction. The agency was tasked with spreading the word that the destination was safe, rebuilt, and better than ever before.

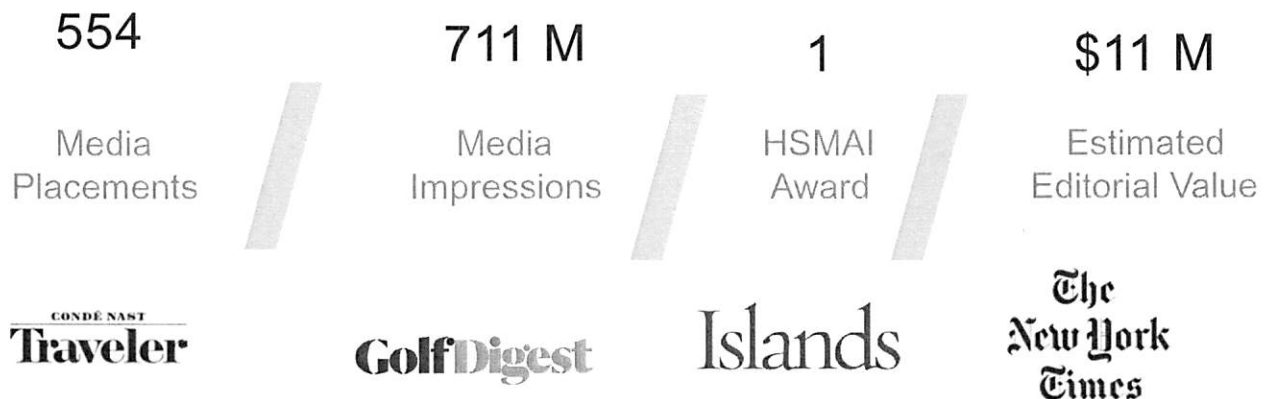
As the AOR for Cabo for 8+ years, many of CIIC's team members had both a personal and professional passion for the destination. Within weeks of the airport reopening to commercial flights, the team visited the destination to see first-hand the damage and destruction of the beloved destination.

Upon returning home, CIIC put our media relations plan into overdrive targeting national U.S. media with an interest in travel and luxury living in order to secure a long list of A-list media coverage.

The message? Los Cabos is committed to recover from Hurricane Odile and return as a premier travel destination with an unmatched level of hospitality. The rest we should say — was history.



### RESULTS



## 1.3.8.1 (b) Case Studies



# WINTER ESCAPE WITH COOLA

When Hotel El Ganzo decided to go completely green with reusable bottles, a sustainable garden, a no-plastic straws policy and recycling seminars, CIIC went to work.

In an effort to align the brand with likeminded, complementary partners, we launched a digital campaign with COOLA, an organic sun care brand from one of El Ganzo's key markets: San Francisco. El Ganzo and COOLA also enlisted Kopari, an organic beauty line and Jolyn, athletic swimwear and active wear for women as additional brand partners.

The Winter Escape Campaign launched to much success and had a combined social media reach of 616,000.



### RESULTS



COOLA.

KOPARI

JOLYN  
SWIMWEAR



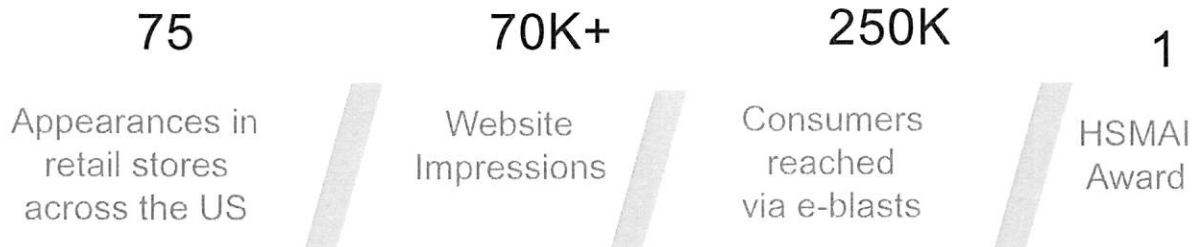
# EVERYTHING BUT WATER

To highlight the intrinsic beauty of Los Cabos, Mexico, CIIC secured an on-location photo shoot by luxury swimwear retailer, Everything But Water, in which Los Cabos was used as the fashionable backdrop for their summer catalog.

The partnership included in-store displays, online sweepstakes, social media campaigns and video assets.



## RESULTS



EVERYTHING BUT **water**

## 1.3.8.1 (d) References



**Quintana Roo Tourism Board**  
Nathalie Leño  
Public Relations Director  
T (office): +52-998-881-2745  
Email: [nathalie.leno@cptq.mx](mailto:nathalie.leno@cptq.mx)



**Barbados Tourism Marketing Inc. (BTMI)**  
Corey Garrett  
Director, Caribbean & Latin America  
T (office): 246-535-3729  
Email: [coreyg@visitbarbados.org](mailto:coreyg@visitbarbados.org)



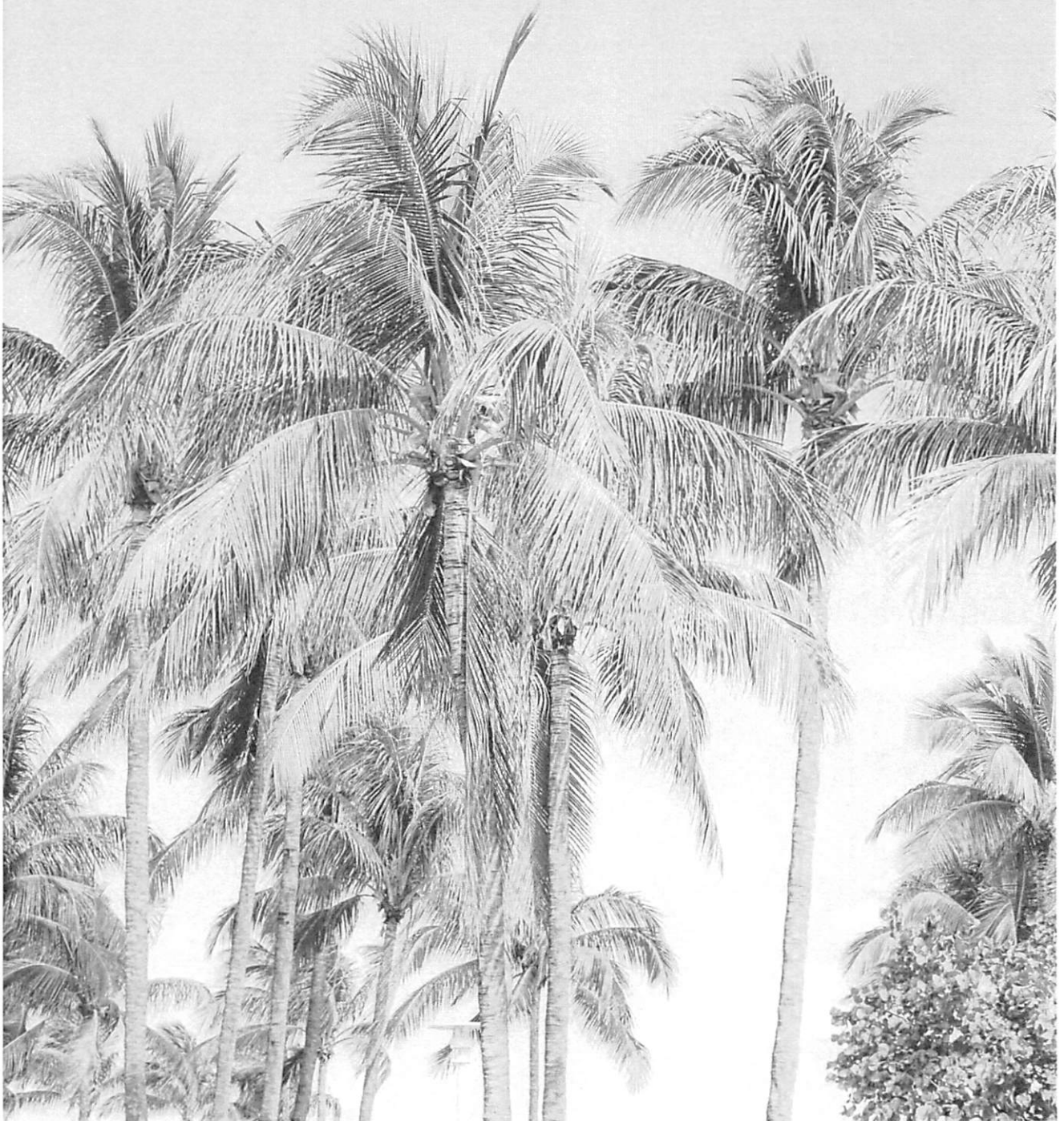
**Los Cabos Tourism Board**  
Luis Palacios Larrañaga  
Former Chief Commercial Officer  
T (office): +011-52-612-111-9480  
Email: [palarluis@gmail.com](mailto:palarluis@gmail.com)



**The Atlantic Hotel & Spa/ Coastal Restaurant**  
Andrew Jarrett  
General Manager  
T (office): 954-567-8232  
Email: [ajarrett@atlantichotelfl.com](mailto:ajarrett@atlantichotelfl.com)



Tab  
1.3.9  
Services Proposal



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## 1.3.9 Services Proposal

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If there's one thing all tourism destinations share, it's the need to maximize positive exposure on a limited budget made up largely or entirely on the public's tax dollars. And that means working smart: by understanding the changing industry and competitive landscape, by prioritizing activities likely to generate the most return on investment, and by focusing on the visitor segments and feeder markets most likely to move the needle. Our approach to the required scope of services is designed to do just that, as described below:

### **Strategic Planning**

Our approach to campaign development begins with research: both the research the Town of Surfside Tourist Board has undertaken and provided along with supplemental research of our own. CIIC's work involves a careful analysis of all available data to track occupancy, visitor profiles, economic impact estimates, and other available metrics. This data will form the foundation of our strategic planning and alignment with the Town's marketing objectives.

### **Brand Positioning**

It is important to understand the evolving landscape of tourism marketing, the opportunities and challenges the Town of Surfside may face, and how we can work together to carve out a unique identity within the greater Miami story. Our strategic communications campaign will include the development of a positioning statement and key messages that enable the Town of Surfside to occupy a distinctive place in the mind of your target markets. This exercise also involves creating brand associations to meet the needs of your target audience and drive tourism growth.

### **Media Relations**

While many communications agencies blanket the media with general destination information, causing journalists to lose interest, CIIC takes a much more focused approach, crafting specific backgrounders and story angles relevant for the types of media hitting best tourism prospects most squarely. We have found that the more personalized and specific the information we provide, the greater the likelihood of securing coverage of the quantity and quality we desire from the media most likely to shape perceptions. And that means special angles for foodies, retirees, families, fitness enthusiasts and singles. We also target the geographic areas we approach, prioritizing markets that generate the most visitors by placing particular emphasis on those media outlets consumed by travelers in these regions.



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## 1.3.9 Services Proposal

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### **News Bureau**

Our in-house media monitoring protocol tracks, gathers and analyzes news stories about our tourism clients as well as their competitors and the travel industry at large to identify potential story angles, trends, and opportunities for media engagement. We will keep our eyes and ears open to the conversation most relevant to the Town of Surfside, a conversation that is happening at all times and across all channels to secure and report significant coverage of the destination.

### **Coordination**

As our name implies, we have been employing an integrated approach to public relations, corporate communications, advertising, and social media programs long before this tactic became the norm among competing agencies. We understand that your target audiences respond to promotional messages differently, dependent upon characteristics including age, gender, income, specific interests, and geographic location.

We will work hand-in-hand with your advertising agency to develop a master calendar of aligned PR and marketing activations that includes social media messaging, media relations, trade communications, strategic partnerships, and event promotion to engage travel consumers across a multitude of communications platforms, while creating an efficient information exchange for product development, enhanced brand reputation, and effective sales promotion.

Having extensive experience representing municipal Tourist Boards, we also understand the importance of coordination among government Tourism entities such as Visit Florida, the Greater Miami CVB and their respective agencies, to avoid potential duplication of efforts, dissemination of contradictory or outdated information, and lost opportunities for joint promotion. We are adept at adhering to or establishing, if needed, communication procedures and protocols to allow for all parties to easily develop and share information.

### **Leveraging Relationships**

Effective public relations programs have always been, and will always be, driven by relationships. CIIC is expert at leveraging business-to-business relationships to expand the reach of public relations and marketing campaigns. By aligning Surfside with synergistic organizations, and media or retail brands, we will significantly increase exposure of the Town's tourism products and services to new audiences and previously untapped market segments.

### **Going 'Glocal'**

We understand the importance of thinking locally, regionally and globally, in light of the recent influx of luxury hotels and services in Surfside. With far-reaching experience representing international resorts and tourism destinations across the globe as well as a network of strategic alliances in Canada, Latin American and Europe, we are well prepared to execute a 'glocal' strategy to support your international marketing needs and provide in-market intel on all levels.



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## 1.3.9 Services Proposal

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### **Building Third-party Credibility**

What a destination says about itself carries a fraction of the weight that what others—particularly opinion leaders such as media outlets, tourism industry executives, and digital influencers—say about it. We are expert in the successful blending of strategic communication and marketing services to meet our tourism destination clients' growth targets. CIIC is highly regarded for planning and executing successful campaigns that support our clients' marketing objectives via trade shows, FAM trips, VIP receptions, and desk-side interviews. Moreover, with offices in Miami and NYC, we are where the action is. Our team can attend industry events and conduct media tours on your behalf, saving valuable travel time and expense for the Tourist Bureau.

CIIC additionally maintains a database of all the major travel and tourism awards and rankings worldwide to enable us to control the timing and content of information dissemination more strategically, putting our clients on the radar of the people and organizations whose opinions matter most. In addition to lobbying effectively to get our clients placed on award short lists, we reach out to key audiences to ensure they participate in nominations and voting, and promote the acquired accolades extensively once they are secured.

### **Readily Available Resources**

Securing widespread press coverage isn't something that happens automatically – it requires strategic planning, consistent messaging, and knowing how to pair specific story angles with receptive writers, producers, or digital influencers. An important part of this process is having supporting media resources readily available for their convenient reference in the form of an electronic press kit. We will work with you to develop this one-stop shop, including destination overview, relevant bios, tourism product/services fact sheets, industry awards and accolades, and image/video gallery.

### **Crisis Preparedness**

With an extensive history of serving clientele throughout the Caribbean and Latin America, we have successfully directed crisis communication campaigns in the wake of hurricanes, crimes against tourists, and viral outbreaks to manage consumer and trade perception. Our time-tested crisis protocol is turn-key and can be easily adapted to a wide variety of circumstances, and across a multitude of communications platforms to ensure consistent messaging and effective reputation management.

### **It's all about the results**

CIIC never initiates a work plan without conducting a 'Discovery Meeting' with clients to identify clear campaign objectives, define performance benchmarks, and determine the evaluation measures to be used. Each month a detailed activity report will be delivered to ensure effective results tracking, as well as a quarterly report to monitor ongoing campaign milestones.

We will additionally participate in Town/Tourist Board meetings and community events to keep abreast of any new information that is relevant to our campaign and – as needed – tweak our game plan accordingly.



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## 1.3.9 Services Proposal

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Our Discovery Meeting and brand immersion workshop will open up the proverbial floodgates to creative ideas and a more fleshed-out strategic platform to support Surfside's "Miami's Uptown Beachtown" campaign. Here, we're pleased to give you a sneak peek into how we are beginning to think on your behalf.

Following are examples of some relevant trends we can work to leverage and creative ideas our team can execute.

### Now #Trending

#### Pets in the Priority Lane

With 55% of global pet owners stating that their pet is as important to them as their child, we can expect 2020 to herald a new era in pet-friendly vacations, with travelers putting significant emphasis on a destination's ability to accommodate their pet when planning a vacation.

#### Grand Getaways

In 2020, more grandparents will take vacations with just their grandkids, leaving the middle generation behind. Almost three-quarters (72%) of all grandparents agree that spending time with their grandkids keeps them feeling young. Pair that with the fact that 71% additionally believe it is important for parents to have alone time without their children, and we can conclude that vacations which offer attractive options for both generations will become increasingly more popular in the coming year.

#### Race for the Reservation

We already know that many travelers put their culinary ambitions at the forefront of their travel decision making. For many, where and when they chose to travel depends on whether they can reserve a table at the most sought-after restaurant, often one where the wait list stretches months long. With appetites whetted by widespread social media content and recommendations, we anticipate a growing demand for culinary experiences outside of the big name restaurants, especially those that have long been favorites amongst locals. These prospects are most likely to tickle the taste buds of travelers looking to be the first to discover a gastronomic hidden gem offering an abundance of home-grown flavor.

#### Insta-Tourism

With more than 500 million active users sharing an average of 85 million photos a day, Instagram has a huge effect on tourism. The ability to see real people travelling and sharing snapshots of their experiences has proven to be more effective than brochures and online ads in inspiring travel consumers in their selection of a vacation destination.

#### Maximizing the Micro Trip

Not everyone has the time or money for multiple extended vacations. For that reason, 2020 is forecast to be the year to embrace Micro Trips; those shorter, more budget-friendly getaways that provide the same stress relieving and rejuvenating benefits as longer vacations. These easy to schedule breaks are the perfect solution for on-the-go millennials and families.

#### Second City Travel

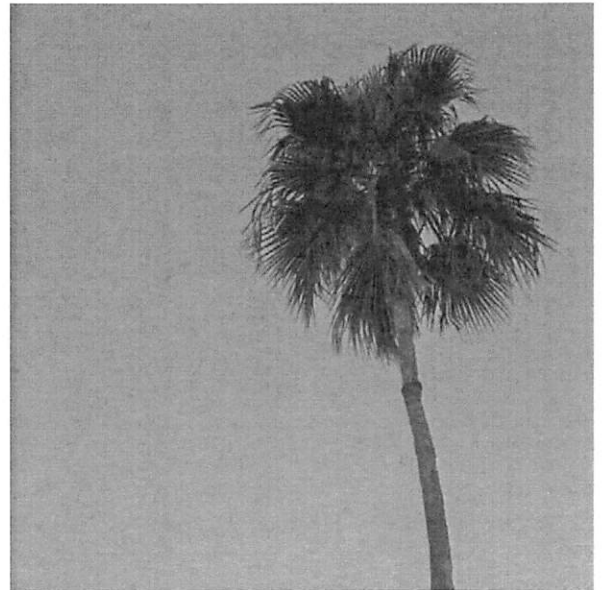
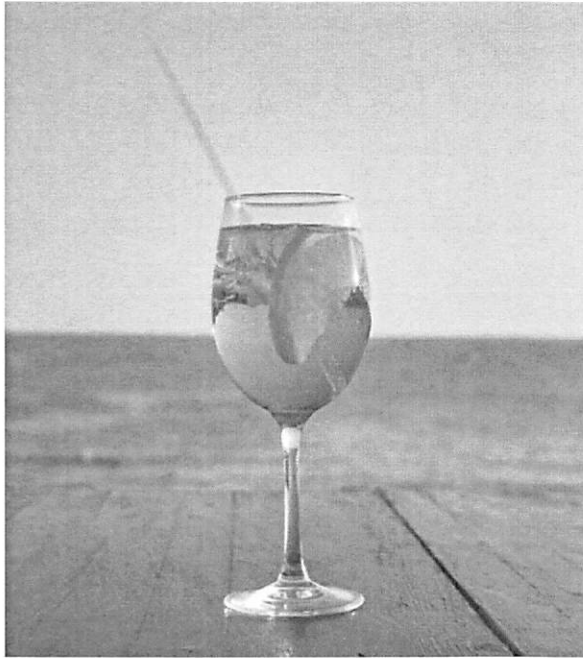
This growing trend finds travelers skipping out on a major city and visiting a lesser known one nearby that is more economical, less crowded, safer, and typically richer in local charm. Other travelers select 'Second City' destinations in a bid to reduce over-tourism. For example, 45% of Canadian travelers indicated that they would swap their original destination for a lesser-known yet somewhat similar alternative if it meant leaving less of an environmental impact.



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## 1.3.9 Services Proposal

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# Taste for a Cause

**Overview:**

We will work with local restaurants to create an Uptown Beach Town taste series where each restaurant and bar in Surfside's pedestrian-friendly shopping and dining district, will create a signature food or beverage item named after their favorite Surfside place or feature from which a portion of the proceeds will be donated to benefit a local charity.

**Why we like it:**

Taps into social responsibility.

Leverages Surfside's food and beverage offerings.





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## 1.3.9 Services Proposal

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# Local Insta-Meet

**Overview:**

To increase awareness and social presence for Surfside, CIIC proposes to host an annual 'Insta Meet' where top local influencers/photographers are hosted at the destination to capture lifestyle shots of the Surfside vacation experience.

**Why we like it:**

Develops meaningful and fresh assets to promote tourism to the destination.

Taps into local ambassadors and neighboring town day trippers.



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## 1.3.9 Services Proposal

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# Influencer Series

**Overview:**

Partner with top influencers in the U.S. and abroad (Instagram, YouTube) to launch an influencer series in which we host one influencer each month in Surfside to share their experience socially with their audience/ followers.

We recommend covering different verticals including, but not limited to:

- Lifestyle
- Foodies
- Family/Multi-Gen travel
- Wedding/Bachelor/Bachelorette parties
- International influencers

**Why we like it:**

Creates a stronger digital presence for Surfside and reaches a new target audience of millennials nationally and internationally.



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## 1.3.9 Services Proposal

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# Chalk We Walk

### Overview

Chalk Art originated in a 16th Century tradition where wandering minstrels and artists traveled from town to town sketching their fleeting creations with the hope that intrigued onlookers would toss a few coins their way. Today, enthusiasm for this visual art form has been renewed in the way of chalk art festivals taking place across the country. In Florida alone, chalk art festivals feature well known artists and draw scores of visitors to Safety Harbor, Venice, Clearwater Beach, Lake Worth (purported to be the country's largest), Melbourne, Vero Beach, and Key West, just to name a few.

In keeping with the Town's keenness for placing art in public spaces, hosting an annual chalk art festival could motivate increased tourism awareness and demand. We would work with you and your marketing team to create a theme for the festival that best promotes the Surfside brand, develop related press and social media opportunities, and potentially engage the entire business community to create festival themed special offerings.

### Why we like it?

The creation of Chalk Art is simple, and does not require significant infrastructure investment on the part of the Town. Chalk art festivals generally take place over a 2 or 3 day period, allowing sufficient time for the creation of the art, and for visitors to take in the sights and patronize local business during the process.

Given that the art form is temporarily, long term agreements for its display or scheduled maintenance are not needed. To this same point, we know that new pieces of art will be created each year, generating interest and building momentum toward the following year's event.

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## 1.3.9 Services Proposal

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# Plastic Not So Fantastic

### Overview:

We know that the Town of Surfside takes the issues of sustainability very seriously via your facilitation of a delivery system for organic produce harvested from community gardens, establishment of a Clean Energy Coastal Corridor, launch of a bike sharing program, development of Sea Turtle Awareness programs, and efforts to limit the availability of single-use plastic products, among other initiatives.

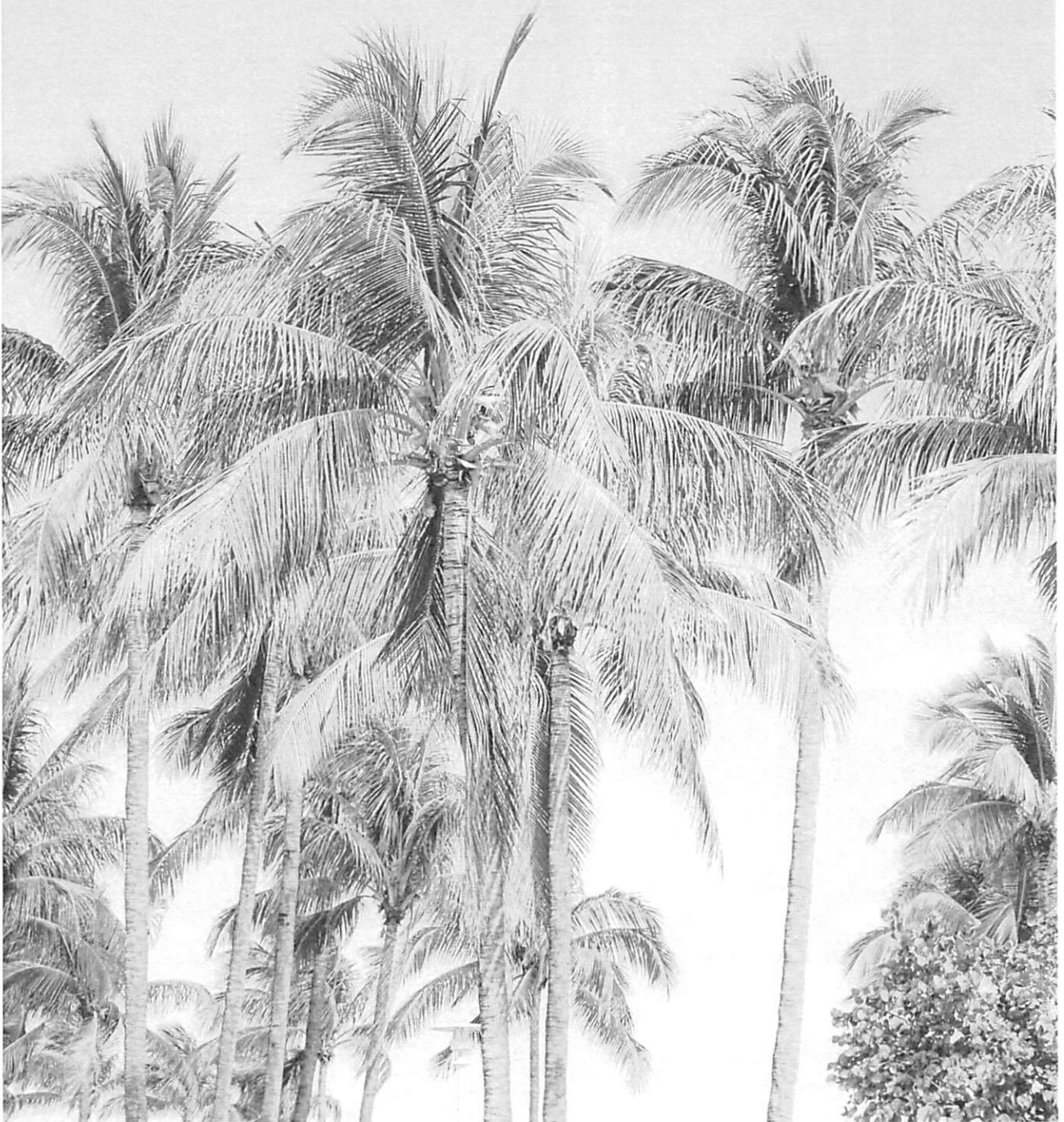
We will work to showcase these significant investments by engaging highly regarded family travel bloggers and influencers in key feeder markets, and inviting them to experience Surfside via an itinerary highlighting these programs.

### Why we like it?

Increasingly, family and millennial travelers are thinking about how to invest vacation dollars wisely to support environmental awareness, and they're choosing destinations based on a perceived commitment to sustainability.



Tab  
1.3.10  
Fee Proposal



# 1.3.10 Fee Proposal Proposed Budget Breakdown and Tentative Scope of Work



CIIC will dedicate a full-service team to implement a results-oriented public relations program outlined in the proposed scope of work for a monthly service fee of \$3,500 per month and \$24,000 for PR related expenses, from January - December, 2020.

A detailed cost proposal, including both fees and program expenses will be presented to you for review and final approval following our initial "Discovery Meeting" and/or within 10 days of our program kick-off.

| Item   | PR (700#) Expenses | TOTAL BUDGET                   |
|--|--------------------|--------------------------------|
| PR Service Fees for 12 Month Program, beginning January 1, 2020  |                    | \$42,000 annual budget         |
| <ul style="list-style-type: none"> <li>• CIIC/Surfside Discovery Meeting</li> <li>• Development of Final Scope of Work &amp; PR Timeline:               <ul style="list-style-type: none"> <li>• Development of Editorial Pitching Calendar</li> <li>• Media List Research and Development</li> <li>• Key Message Development</li> <li>• Development of Awards Program</li> <li>• Press Kit Development (including fact sheets, bios and news releases)</li> <li>• Develop Master Calendar for Aligned PR and Social Media Campaign in conjunction with Advertising agency</li> <li>• Media Relations Program (print, online, radio and broadcast)</li> <li>• Influencer Relations Program (vetting, contract negotiations, etc)</li> <li>• Press Release Development and Distribution</li> <li>• Development of Brand and Media Partnership (1 per contract)</li> <li>• Coordinate of Individual Press Trip Visits (as needed)</li> <li>• Media Tour Coordination (1 per contract)</li> <li>• Daily Media Monitoring Services</li> <li>• Monthly Activities &amp; Results Reports</li> <li>• Year to Date Reports and Quarterly Reports (as requested)</li> <li>• Social Media Counsel</li> <li>• Coordination of Group Press Trips (2 per contract)</li> <li>• Monthly Client Calls (agendas, recaps)</li> <li>• Identify and Engage International Media to increase VisitSurfsideFL.com's traffic (Canada, Brazil, Colombia, Argentina, the U.K., Germany, Israel and China)-as needed</li> <li>• Leverage Partnerships with Visit Florida and the Greater Miami CVB</li> <li>• Participation in Town/Tourist Board Meetings and Community Events</li> <li>• Serve as Spokesperson- as needed</li> <li>• Develop a Crisis communications Plan and Provide Crisis Communications Management-as needed</li> </ul> </li> </ul> |                    |                                |
| <ul style="list-style-type: none"> <li>• Group Press Trip Airfare*(2 per contract)</li> <li>• Creative Idea Activation**</li> <li>• Miscellaneous admin costs: Team travel, messenger services, shipping, back issues, etc.</li> </ul>   |                    | \$10,000<br>\$8,000<br>\$6,000 |
| <b>Total Annual Expenses Budget</b>  |                    | <b>\$24,000</b>                |

\*CIIC's goal is to maximize your budget by aligning with organizations like Visit Florida to offset media visit expenses

\*\* While we would love to activate all of the creative ideas we've outlined in our plan, we will work with you to determine which ideas best fit within the available budget for this contract.

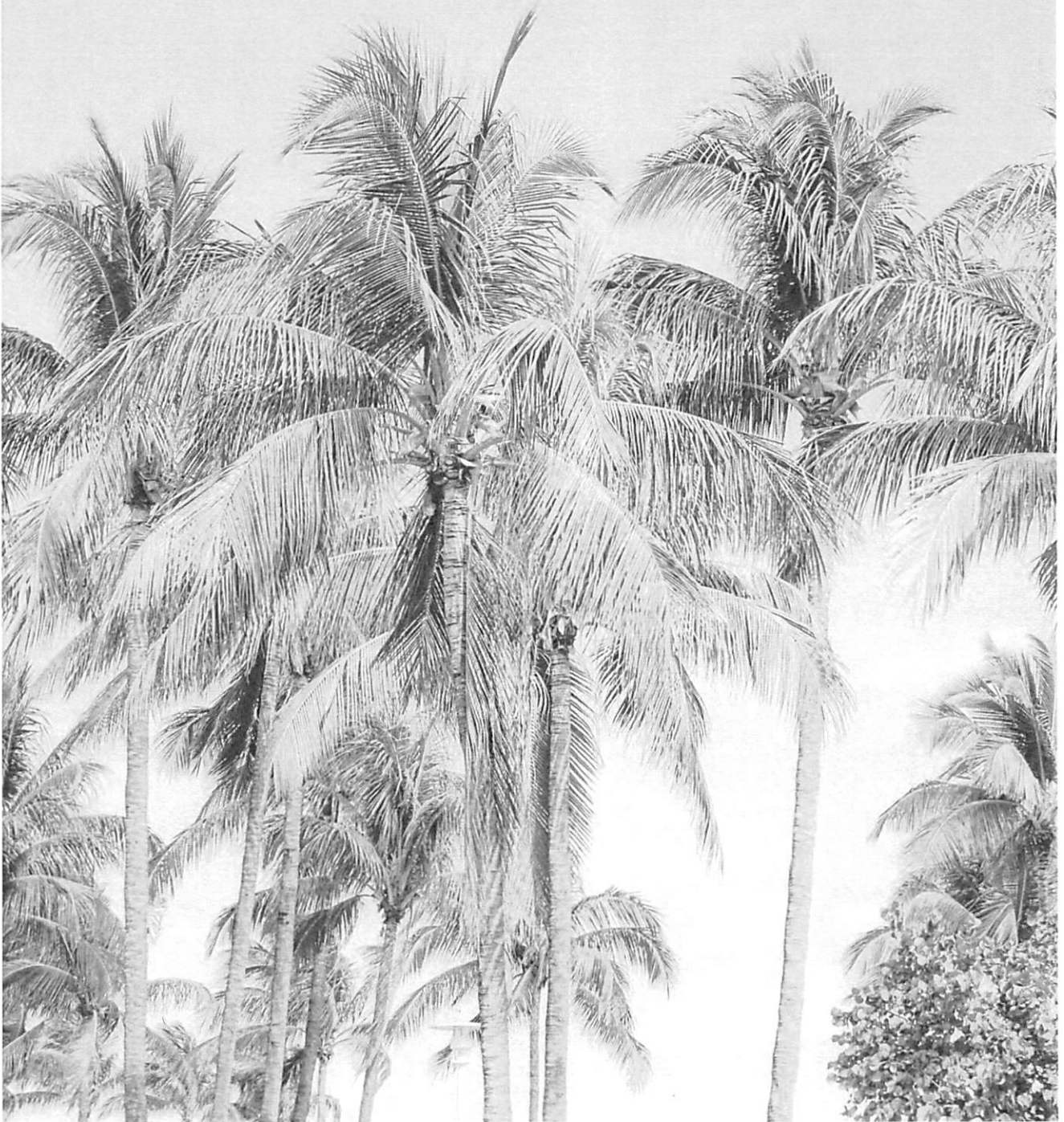
# 1.3.10 Fee Proposal Proposed Budget Breakdown and Tentative Scope of Work



For any programs that fall beyond the scope of services, such as additional events, influencer program, media tours, event staffing, etc., we will create a detailed cost estimate for your review and approval, so that any and all costs are outlined in advance. Below is a menu of services offered by CIIC.

| PR Services Menu – Management Fees   |                           |
|--|---------------------------|
| Press Release Development, Distribution, Media Follow up_____                    | \$2750 per release        |
| Digital Press Kit Development_____   | \$2500 (up to 6 elements) |
| Group Press Trip (6-8 press + 1 CIIC escort/host)_____                           | \$7500                    |
| Influencers Trip (6-8 attendees + 1 CIIC escort/host)_____                       | \$7500                    |
| Major Market Media Tour (2-3 days of press appointments)_____                    | \$8500                    |
| Press Breakfast or Press Luncheon (10 – 12 press + 1 CIIC host)_____             | \$7500                    |
| Press + Trade Cocktail or Dinner Event (45+ attendees + 3 CIIC hosts)_____       | \$10000                   |
| Press Dinner or Cocktail (15 – 25 press/influencers + 2 CIIC host)..._____       | \$6500                    |
| Onsite Travel / Trade Show Support_____  | \$2500 per show           |
| Canada, Mexico or Latin America Support (In-market press luncheon or breakfast)_ | \$3500 per market         |

Tab  
1.3.11  
Proof of Insurance





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## 1.3.11 Proof of Insurance

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CAROLYN IZZO INTEGRATED COMMUNICATIONS, INC.

November 17, 2019

To Whom It May Concern:

Carolyn Izzo Integrated Communications, Inc. (CIIC) is in good standing and has the ability to meet the insurance requirements as set forth in this RFP.

We are attaching proof of Liability Insurance, Workers Compensation and Disability for CIIC. This information has been confirmed and provided by our firm's insurance provider and is to be considered up to date and current.

For the Professional Liability Insurance, we are hereby confirming that we have obtained a quote from our insurance broker to provide the coverage required by this RFP and the policy will be effective and implemented within 24 hours if Carolyn Izzo Integrated Communications is awarded the contract.

Sincerely,

Carolyn Izzo-Feldman  
President  
Carolyn Izzo Integrated Communications, Inc.



# 1.3.11 Proof of Insurance



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
11/18/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| <b>PRODUCER</b><br>Wm. E. Morrell, Inc.<br>128 Court St<br>White Plains, NY 10601                    | <b>CONTACT NAME:</b><br>PHONE (A/C. No. Ext): (914)949-0904 FAX (A/C. No.): (914)428-8999<br>E-MAIL ADDRESS: info@morrell-insurance.com   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
|--|---|-------------------------------|--------|---|--|---|--|-------------|--|-------------|--|-------------|--|-------------|
|  | <table border="1"> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A : TRAVELERS CASUALTY INSURANCE COMPANY OF AMERICA</td> <td></td> </tr> <tr> <td>INSURER B : THE TRAVELERS INDEMNITY COMPANY</td> <td></td> </tr> <tr> <td>INSURER C :</td> <td></td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table> | INSURER(S) AFFORDING COVERAGE | NAIC # | INSURER A : TRAVELERS CASUALTY INSURANCE COMPANY OF AMERICA |  | INSURER B : THE TRAVELERS INDEMNITY COMPANY |  | INSURER C : |  | INSURER D : |  | INSURER E : |  | INSURER F : |
| INSURER(S) AFFORDING COVERAGE  | NAIC #  |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| INSURER A : TRAVELERS CASUALTY INSURANCE COMPANY OF AMERICA  |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| INSURER B : THE TRAVELERS INDEMNITY COMPANY  |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| INSURER C :  |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| INSURER D :  |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| INSURER E :  |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| INSURER F :  |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |
| <b>INSURED</b><br>Carolyn Izzo Intergrated Communication<br><br>1 Piermont Avenue<br>Nyack, NY 10960 |   |                               |        |   |  |   |  |             |  |             |  |             |  |             |

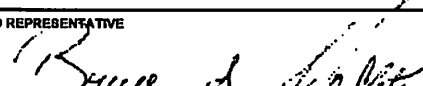
**COVERAGES**      **CERTIFICATE NUMBER:**      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE  | ADDL INSD | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS   |
|----------|--|-----------|----------|---------------|-------------------------|-------------------------|--|
| A        | <input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b><br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br><br>GENTL AGGREGATE LIMIT APPLIES PER:<br><input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC<br>OTHER: |           |          | 680-1C903338  | 8/6/2019                | 8/6/2020                | EACH OCCURRENCE \$ 2,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000<br>MED EXP (Any one person) \$ 5,000<br>PERSONAL & ADV INJURY \$ 2,000,000<br>GENERAL AGGREGATE \$ 4,000,000<br>PRODUCTS - COMP/OP AGG \$ 4,000,000 |
| A        | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS<br><input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY  |           |          | 680-1C903338  | 8/6/2019                | 8/6/2020                | COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$  |
| B        | <input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR<br><input checked="" type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE<br>DED RETENTION \$   |           |          | CUP-9K800336  | 8/6/2019                | 8/6/2020                | EACH OCCURRENCE \$ 5,000,000<br>AGGREGATE \$ 5,000,000   |
|          | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N N/A<br>If yes, describe under DESCRIPTION OF OPERATIONS below   |           |          |               |                         |                         | PER STATUTE OTH-ER<br>E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$   |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Town of Surfside named as additional insured's in regard to general liability- subject to written contract, terms, conditions & exclusions of the original policy at the time of issuance by the insurance company. Policy is Primary and Non-Contributory when required by wirtten contract.

|   |  |
|---|--|
| <b>CERTIFICATE HOLDER</b><br>Town of Surfside Town Hall<br>9293 Harding Avenue<br>Town Clerk's Office, Second Floor<br>Surfside, FL 33154 | <b>CANCELLATION</b><br>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE<br> |
|---|--|

# 1.3.11 Proof of Insurance



## STATE OF NEW YORK - WORKERS' COMPENSATION BOARD ESTADO DE NUEVA YORK - JUNTA DE COMPENSACION OBRERA

www.wcb.ny.gov  
Statewide Fax Line: 877-533-0337

### NOTICE OF COMPLIANCE

### AVISO DE CUMPLIMIENTO

#### TO EMPLOYEES

#### A EMPLEADOS

#### IMPORTANT INFORMATION FOR EMPLOYEES WHO ARE INJURED OR SUFFER AN OCCUPATIONAL DISEASE WHILE WORKING.

#### INFORMACION IMPORTANTE PARA EMPLEADOS QUE SEAN LESIONADOS O SUFRAN UNA ENFERMEDAD OCUPACIONAL MIENTRAS TRABAJAN.

1. By posting this notice and information concerning your rights as an injured worker, your employer is in compliance with the Workers' Compensation Law.
2. If you do not notify your employer within 30 days of the date of your injury your claim may be disallowed, so do so immediately.
3. You are entitled to obtain any necessary medical treatment and should do so immediately.
4. You may choose any doctor, podiatrist, chiropractor or psychologist referred by a medical doctor that accepts NY State Workers' Compensation patients and is Board authorized. However, if your employer is involved in a certified preferred provider organization (PPO) you must first be treated by a provider chosen by your employer and your employer must give you a written statement of your rights concerning further medical care.
5. You should tell your doctor to file copies of medical reports concerning your claim with the Workers' Compensation Board and with your employer's insurance company, which is indicated at the bottom of this form.
6. You may be entitled to lost time benefits if your work-related injury keeps you from work for more than seven days, compels you to work at lower wages or results in permanent disability to any part of your body. You may be entitled to rehabilitation services if you need help returning to work.
7. You should not pay any medical providers directly. They should send their bills to your employer's insurance carrier. If there is a dispute, the provider must wait until the Board makes a decision before it attempts to collect payment from you. If you do not pursue your claim or the Board rules that your injury is not work-related, you may be responsible for the payment of the bills.
8. You are entitled to be represented by an attorney or licensed representative, but it is not required. If you do hire a representative do not pay him/her directly. Any fee will be set by the Board and will be deducted from your award.
9. If you have difficulty in obtaining a claim form or need help in filing it out, or if you have any other questions or problems about a job-related injury, contact any office of the Workers' Compensation Board.

1. Su patrono está cumpliendo la Ley de Compensación Obrera cuando despliega este comunicado concerniente a sus derechos como trabajador lesionado.
2. Si usted no notifica a su patrono dentro del término de 30 días de haber sufrido su lesión su reclamación podría ser desestimada, por eso notifique inmediatamente.
3. Usted tiene derecho a recibir cualquier tratamiento médico necesario relacionado con su lesión y debe gestionarlo inmediatamente.
4. Para el tratamiento de cualquier lesión o enfermedad relacionada con el trabajo, usted puede escoger cualquier médico, podiatra, quiropráctico o psicólogo (si es referido por un médico autorizado) que esté autorizado y acepte pacientes de la Junta de Compensación Obrera. Sin embargo, si su patrono está autorizado a participar una organización certificada de proveedores preferidos (PPO) usted deberá obtener tratamiento inicial para cualquier lesión o enfermedad relacionada con el trabajo de la correspondiente entidad. Patronos que participan en cualquier de estos programas establecidos por ley están obligados a proveer a sus empleados notificación escrita explicando sus derechos y obligaciones bajo el programa a que está acogido.
5. Usted deberá requerir de su Médico que radique copias de los informes médicos de su caso en la Junta de Compensación Obrera y en la compañía de seguros de su patrono, que se indica al final de esta forma.
6. Usted tiene derecho a compensación si su lesión relacionada con el trabajo lo impide trabajar por más de siete días, lo obliga a trabajar a sueldo más bajo o resulta en incapacidad permanente de cualquier parte de su cuerpo. Usted puede tener derecho a servicios de rehabilitación si necesita ayuda para regresar al trabajo.
7. No pague a ningún proveedor médico directamente por tratamiento de su lesión o enfermedad relacionada con el trabajo. Ellos deben enviar sus facturas al asegurador de su patrono. Si el caso es cuestionado, el proveedor deberá esperar hasta que la Junta decida el caso, antes de iniciar gestión de cobro alguna contra usted. Si usted no tramita su caso o la Junta falla que su lesión o enfermedad no está relacionada con el trabajo, usted podría ser responsable del pago de las facturas.
8. No es obligatorio el estar representado en ninguno de los procedimientos de la Junta, pero es un derecho que usted tiene, el estar representado por abogado o por representante licenciado si usted así lo desea. Si es representado, no pague al abogado o al representante licenciado. Cuando la Junta decida su caso, los honorarios serán determinados por la Junta y deducidos de sus beneficios.
9. Si tiene dificultad en conseguir un formulario de reclamación o necesita ayuda para llenarlo o tiene dudas sobre cualquier situación relacionada con una lesión o enfermedad comuníquese con la oficina más cercana de la Junta.

#### WORKERS' COMPENSATION BOARD OFFICES

- Albany, 12241 - 100 Broadway Menands (866) 750-5157
- Brooklyn, 11201 - 111 Livingston St - Brooklyn - (800) 877-1373
- Binghamton, 13901 - State Office Bldg., 44 Hawley St - (866) 802-3604
- Buffalo, 14202 - 369 Franklin Street - (866) 211-0845
- Hempstead, 11788 - 220 Rabro Drive - Suite 100 - (866) 681-5354
- Hempstead, 11750 - 175 Fulton Avenue - (866) 805-3630
- New York, 10027 - 215 W. 125th St. - Manhattan - (800) 877-1373
- Peekskill, 10566 - 41 North Division St. - (866) 746-0552
- Queens, 11432 - 168-46 91st Ave. - Jamaica (800) 877-1373
- Rochester, 14614 - 130 Main Street West - (866) 211-0844
- Syracuse, 13203 - 935 James St. - (866) 802-3730

\*DOWNSTATE MAIL ADDRESS Claims-related mail for the Hempstead, Hempstead, Peekskill and all NYC offices should be mailed to PO Box 5205 Binghamton, NY 13902-5205

Clarissa M. Rodriguez  
Chair (Presidenta)

Workers' Compensation Benefits, when due, will be paid by (Los beneficios de Compensación Obrera, cuando debidos, serán pagados por)

|   |                     |               |                                |
|---|---------------------|---------------|--------------------------------|
| <b>THE STATE INSURANCE FUND</b><br>189 Church Street, New York, N. Y. 10007<br>(212) 312-8000 |                     |               |                                |
| Effective From<br>(En Vigor Desde)  | <b>03/28/2019</b>   | To<br>(Hasta) | cancellation<br>(cancellation) |
| Policy No.<br>(Poliza No.)  | <b>W 1202 859-3</b> |               |                                |

Name of employer (Nombre de patrono)

**CAROLYN IZZO INTEGRATED  
COMMUNICATION INC  
1 PIERMONT AVE  
NYACK NY 10960**

THIS NOTICE MUST BE POSTED CONSPICUOUSLY IN AND ABOUT THE EMPLOYER'S PLACE OR PLACES OF BUSINESS.

Failure by an employer to post this notice in and about the employer's place or places of business may result in a \$250 penalty for each violation.

C-105 (08-2009)

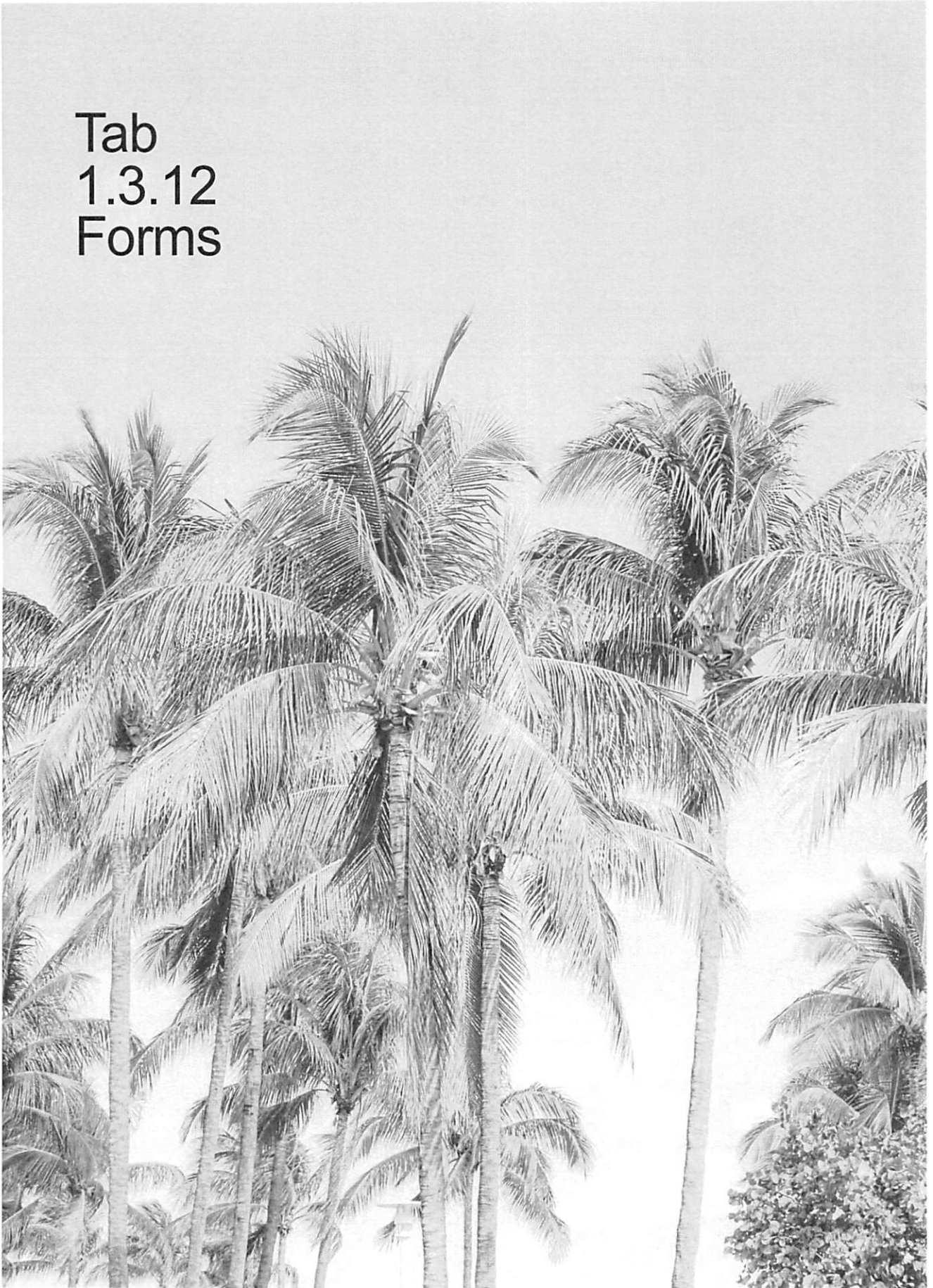
S. I. F. U-30

PRESCRIBED BY DWAR  
WORKERS' COMPENSATION BOARD  
STATE OF NEW YORK

www.wcb.ny.gov



Tab  
1.3.12  
Forms



**SECTION 5**  
**FORMS**

The following forms are made part of this RFP and must be submitted with the response to the RFP:

- Form 1:      **Proposal Information Form**
- Form 2:      **Certificate of Authority (Complete one of the two forms as applicable)**
  - Form 2A:      **Certificate of Authority (for Corporations or Partnerships)**
  - Form 2B:      **Certificate of Authority (for Individuals)**
- Form 3:      **Acknowledgment of Addenda**
- Form 4:      **Single Execution Affidavit**
- Form 5:      **Dispute Disclosure**
- Form 6:      **List of Proposed Subcontractors**
- Form 7:      **Reference Letters**

Town of Surfside, Florida

RFP No. 2019-02 – Public Relations Consultant

**Form 1  
PROPOSAL INFORMATION FORM**

I certify that any and all information contained in this RFP is true. I certify that this RFP is made without prior understanding, agreement, or connections with any corporation, firm or person submitting a RFP for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I agree to abide by all terms and conditions of the RFP, and certify that I am authorized to sign for the Proposer's firm. Please print the following and sign your name:

Carolyn Izzo Integrated Communications, Inc. (CIIC)

**FIRM NAME**

1 Piermont Avenue

**PRINCIPAL BUSINESS ADDRESS**

845-358-3920

**TELEPHONE**

845-358-3927

**FACSIMILE**

cizzo-feldman@ciicnews.com

**EMAIL ADDRESS**

06-1459058

**FEDERAL I.D. NO.  
OR SOCIAL SECURITY NUMBER**

Receipt No. 7581624 /  
Municipal License No. 7292264

**MUNICIPAL BUSINESS TAX RECEIPT  
OR OCCUPATIONAL LICENSE NO.**

Carolyn Izzo-Feldman

**NAME**

President

**TITLE**



**AUTHORIZED SIGNATURE**

**FORM 2A  
CERTIFICATE OF AUTHORITY  
(if Corporation)**

I HEREBY CERTIFY that a meeting of the [circle one] Board of Directors/ Partners of \_\_\_\_\_  
Carolyn Izzo Integrated Communications, Inc. (CIIC)

a business existing under the laws of the State of New York, (the "Entity") held on  
November 17, 20 19, the following resolution was duly passed and adopted:

"RESOLVED, that, Amy Sedeno, as \_\_\_\_\_  
Executive Director & Partner of the Entity, be and is hereby authorized to  
execute this Proposal dated November 17, 20 19, on  
behalf of the Entity and submit this Proposal to the Town of  
Surfside, and this Entity and the execution of this Certificate of  
Authority, attested to by the Secretary of the Corporation, and with  
the Entity's Seal affixed, will be the official act and deed of this  
Entity."

I FURTHER CERTIFY that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the  
Entity this 17th day of November, 20 19.

Secretary: \_\_\_\_\_  
Print Name: Carolyn Izzo-Feldman

President: \_\_\_\_\_  
Print Name: Carolyn Izzo-Feldman

(Seal)

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant



**FORM 3  
ACKNOWLEDGEMENT OF ADDENDA**

I HEREBY ACKNOWLEDGE that I have received all of the following addenda and am informed of the contents thereof:

Addendum Numbers Received:  
(Check the box next to each addendum received)

|  |                                      |
|--|--------------------------------------|
| <input checked="" type="checkbox"/> Addendum 1 | <input type="checkbox"/> Addendum 6  |
| <input checked="" type="checkbox"/> Addendum 2 | <input type="checkbox"/> Addendum 7  |
| <input checked="" type="checkbox"/> Addendum 3 | <input type="checkbox"/> Addendum 8  |
| <input type="checkbox"/> Addendum 4            | <input type="checkbox"/> Addendum 9  |
| <input type="checkbox"/> Addendum 5            | <input type="checkbox"/> Addendum 10 |

Carolyn Izzo Integrated Communications, Inc. (CIIC)

NAME OF ENTITY

  
\_\_\_\_\_  
AUTHORIZED SIGNATURE

Carolyn Izzo-Feldman, President

PRINT NAME

November 17, 2019

DATE

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

**FORM 4  
SINGLE EXECUTION AFFIDAVITS**

**THIS FORM COMBINES SEVERAL AFFIDAVIT STATEMENTS TO BE SWORN TO BY THE PROPOSER OR BIDDER AND NOTARIZED BELOW. IN THE EVENT THE PROPOSER OR BIDDER CANNOT SWEAR TO ANY OF THESE AFFIDAVIT STATEMENTS, THE PROPOSER OR BIDDER IS DEEMED TO BE NON-RESPONSIBLE AND IS NOT ELIGIBLE TO SUBMIT A PROPOSAL/BID.**

**THESE SINGLE EXECUTION AFFIDAVITS ARE STATEMENTS MADE ON BEHALF OF:**

Carolyn Izzo Integrated Communications, Inc. (CIIC) By: Amy Sedeno, Executive Director & Partner

NAME OF PROPOSING OR BIDDING ENTITY

INDIVIDUAL'S NAME AND TITLE

06-1459058

FEIN OF PROPOSING OR BIDDING ENTITY

**Americans with Disabilities Act Compliance Affidavit**

The above named firm, corporation or organization is in compliance with and agrees to continue to comply with, and assure that any subcontractor, or third party contractor under this project complies with all applicable requirements of the laws listed below including, but not limited to, those provisions pertaining to employment, provision of programs and services, transportation, communications, access to facilities, renovations, and new construction.

- The American with Disabilities Act of 1990 (ADA), Pub. L. 101-336, 104 Stat 327, 42 USC 12101-12213 and 47 USC Sections 225 and 661 including Title I, Employment; Title II, Public Services; Title III, Public Accommodations and Services Operated by Private entities; Title IV, Telecommunications; and Title V, Miscellaneous Provisions.
- The Florida Americans with Disabilities Accessibility Implementation Act of 1993, Section 553.501-553.513, Florida Statutes:
- The Rehabilitation Act of 1973, 29 USC Section 794;
- The Federal Transit Act, as amended 49 USC Section 1612;
- The Fair Housing Act as amended 42 USC Section 3601-3631.

AS

Proposer Initials

**Public Entity Crimes Affidavit**

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

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

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 misrepresentations.

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, non-jury trial, or entry of a plea of guilty or nolo contendere.

I understand that an “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

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

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 provision 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, and partners, shareholders, employees, members, and agents who are active in management of an entity.

Based on information and belief, the statement, which I have marked below, is true in relations to the entity submitting this sworn statement.

**(INDICATE WHICH STATEMENT APPLIES.)**

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the

management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the 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, or agents who are active in the management of the 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 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 category two of any change in the information contained in this form.

AS

Proposer Initials

**No Conflict of Interest or Contingent Fee Affidavit/Anti-Kickback**

Proposer warrants that neither it nor any principal, employee, agent, representative nor family member has paid or will pay any fee or consideration that is contingent on the award or execution of a contract arising out of this solicitation. Proposer also warrants that neither it nor any principal, employee, agent, representative nor family member has procured or attempted to procure this contract in violation of any of the provisions of the Miami-Dade County conflict of interest or code of ethics ordinances. Further, Proposer acknowledges that any violation of these warrants will result in the termination of the contract and forfeiture of funds paid or to be paid to the Proposer should the Proposer be selected for the performance of this contract.

Proposer further warrants that no portion of the sum herein proposed will be paid to any employees of the Town, its elected officials, the Proposer or Sub-Proposers, as a commission,

kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

AS  
Proposer Initials

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

**Business Entity Affidavit**

Proposer hereby recognizes and certifies that no elected official, board member, or employee of the Town of Surfside (the "Town") shall have a financial interest directly or indirectly in this transaction or any compensation to be paid under or through this transaction, and further, that no Town employee, nor any elected or appointed officer (including Town board members) of the Town, nor any spouse, parent or child of such employee or elected or appointed officer of the Town, may be a partner, officer, director or proprietor of Proposer or Vendor, and further, that no such Town employee or elected or appointed officer, or the spouse, parent or child of any of them, alone or in combination, may have a material interest in the Vendor or Proposer. Material interest means direct or indirect ownership of more than 5% of the total assets or capital stock of the Proposer. Any exception to these above described restrictions must be expressly provided by applicable law or ordinance and be confirmed in writing by Town. Further, Proposer recognizes that with respect to this transaction or bid, if any Proposer violates or is a party to a violation of the ethics ordinances or rules of the Town, the provisions of Miami-Dade County Code Section 2-11.1, as applicable to Town, or the provisions of Chapter 112, part III, Fla. Stat., the Code of Ethics for Public Officers and Employees, such Proposer may be disqualified from furnishing the goods or services for which the bid or proposal is submitted and may be further disqualified from submitting any future bids or proposals for goods or services to Town.

AS  
Proposer Initials

**Anti-Collusion Affidavit**

1. Proposer/Bidder has personal knowledge of the matters set forth in its Proposal/Bid and is fully informed respecting the preparation and contents of the attached Proposal/Bid and all pertinent circumstances respecting the Proposal/Bid;
2. The Proposal/Bid is genuine and is not a collusive or sham Proposal/Bid; and
3. Neither the Proposer/Bidder nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including Affiant, has in any way colluded, conspired, connived, or agreed, directly or indirectly with any other Proposer/Bidder, firm, or person to submit a collusive or sham Proposal/Bid, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Proposer/Bidder, firm, or person to fix the price or prices in the attached Proposal/Bid or of any other Proposer/Bidder, or to fix any overhead, profit, or cost element of the Proposal/Bid price or the Proposal/Bid price of any other Proposer/Bidder, or to secure through any collusion, conspiracy, connivance or unlawful

Form 4

agreement any advantage against Town of Surfside or any person interested in the proposed Contract.

4. Neither the undersigned, nor the person, firm or corporation named above, has directly or indirectly submitted said proposal or the contents thereof, or divulged information or data relative thereto, to any association or to any member or agent thereof.

AS

Proposer Initials

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

**Scrutinized Company**

1. Proposer certifies that it and its subcontractors are not on the Scrutinized Companies that Boycott Israel List. Pursuant to Section 287.135, F.S., the Town may immediately terminate the Agreement that may result from this RFP at its sole option if the Proposer or its subcontractors are found to have submitted a false certification; or if the Proposer, or its subcontractors are placed on the Scrutinized Companies that Boycott Israel List or is engaged in the boycott of Israel during the term of the Agreement.
2. If the Agreement that may result from this RFP is for more than one million dollars, the Proposer certifies that it and its subcontractors are also not on the Scrutinized Companies with Activities in Sudan, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria as identified in Section 287.135, F.S. pursuant to Section 287.135, F.S., the Town may immediately terminate the Agreement that may result from this RFP at its sole option if the Proposer, its affiliates, or its subcontractors are found to have submitted a false certification; or if the Proposer, its affiliates, or its subcontractors are placed on the Scrutinized Companies with Activities in Sudan List, or Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria during the term of the Agreement.
3. The Proposer agrees to observe the above requirements for applicable subcontracts entered into for the performance of work under the Agreement that may result from this RFP. As provided in Subsection 287.135(8), F.S., if federal law ceases to authorize the above-stated contracting prohibitions then they shall become inoperative.

AS

Proposer Initials

**Drug-Free Workplace**

The undersigned Proposer, in accordance with Section 287.087, Florida Statutes, hereby certifies that the Proposing/Bidding Entity does:

1. Publish a statement notifying employees that the unlawful manufacturing, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and

Form 4

specifying the actions that will be taken against employees for violations of such prohibition.

2. Inform employees about the dangers of drug abuse in the work place, 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 contractual services that are under consideration a copy of the statement specified in subsection (1).

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the contractual services that are under consideration, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893, 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 firm complies fully with the above requirements.

AS

Proposer Initials

**[Sworn Signature of Proposing Entity Representative and Notarization  
for all above Affidavits follows on the next page.]**

Town of Surfside, Florida  
RFP No. 2019-02 – Public Relations Consultant

In the presence of:

Signed, sealed and delivered by:

Melanie Neff Amy Sederño  
Witness #1 Print Name: Melanie Neff Print Name: Amy Sederño  
Marissa Labadie Title: Executive Director & Partner  
Witness #2 Print Name: Marissa Labadie

**ACKNOWLEDGMENT**

State of Florida

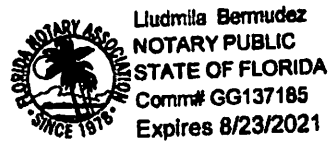
County of Miami-Dade

On this 5<sup>th</sup> day of November, 2019 before me the undersigned, personally appeared Amy Sederño, whose name(s) is/are subscribed to the within instrument, and he/she/they acknowledge that he/she/they executed it.

Witness my hand and official seal:

[Signature]  
Notary Public (Print, Stamp, or Type as Commissioned)

- Personally known to me; or
- Produced identification (Type of Identification: \_\_\_\_\_)
- Did take an oath; or
- Did not take an oath





**FORM 5  
DISPUTE DISCLOSURE**

**Answer the following questions by placing an "X" after "Yes" or "No". If you answer "Yes", please explain in the space provided, or on a separate sheet attached to this form.**

**1. Has your firm or any of its officers, received a reprimand of any nature or been suspended by the Department of Professional Regulations or any other regulatory agency or professional associations within the last five (5) years?**

YES \_\_\_\_\_ NO  X

**2. Has your firm, or any member of your firm, been declared in default, terminated or removed from a contract or job related to the services your firm provides in the regular course of business within the last five (5) years?**

YES \_\_\_\_\_ NO  X

**3. Has your firm had against it or filed any requests for equitable adjustment, contract claims, Bid protests, or litigation in the past five (5) years that is related to the services your firm provides in the regular course of business?**

YES \_\_\_\_\_ NO  X

If yes, state the nature of the request for equitable adjustment, contract claim, litigation, or protest, and state a brief description of the case, the outcome or status of the suit and the monetary amounts of extended contract time involved.

I hereby certify that all statements made are true and agree and understand that any misstatement or misrepresentation or falsification of facts shall be cause for forfeiture of rights for further consideration of this Bid for the Town of Surfside.

**Firm:** Carolyn Izzo Integrated Communications, Inc. (CIIC)

**Authorized Signature:** \_\_\_\_\_  


**Print or Type Name:** Carolyn Izzo-Feldman

**Title:** President

**Date:** November 17, 2019

Town of Surfside, Florida

RFP No. 2019-02 – Public Relations Consultant

**Form 6  
LIST OF PROPOSED SUBCONTRACTORS**

The undersigned Proposer hereby designates, as follows, all major subcontractors whom they propose to utilize for the major areas of work for the project. The bidder is further notified that all subcontractors shall be properly licensed, bondable and shall be required to furnish the Town with a Certificate of Insurance in accordance with the contract general conditions. Failure to furnish this information shall be grounds for rejection of the bidder's proposal. (If no subcontractors are proposed, state "None" on first line below.)

| No. | Subcontractor Name & Address | Scope of Work | License Number |
|-----|------------------------------|---------------|----------------|
| N/A | N/A                          | N/A           | N/A            |
|     |                              |               |                |
|     |                              |               |                |
|     |                              |               |                |
|     |                              |               |                |

**Firm:** Carolyn Izzo Integrated Communications, Inc. (CIIC)

**Authorized Signature:** 

**Print or Type Name:** Carolyn Izzo-Feldman

**Title:** President

**Date:** November 17, 2019

Town of Surfside, Florida

RFP No. 2019-02 – Public Relations Consultant

**FORM 7  
REFERENCES  
IN ADDITION TO THE INFORMATION REQUIRED ON THIS FORM,  
CONTRACTOR TO PROVIDE A MINIMUM OF THREE REFERENCE LETTERS.**

**REFERENCE #1**

**Public Entity Name:** Quintana Roo Tourism Board

**Reference Contact Person/Title/Department:** Nathalie Leño, Public Relations Director

**Contact Number & Email** PH: +52 (988) 8812745 Ext. 761 Email: nathalie.leno@cptq.mx

**Public Entity Size/Number of Residents/Square Mileage:** \_\_\_\_\_

1,325,578 residents / 13,207 square miles

**Event(s) Completed (include information explaining approach, date(s) performed, and details on size/scope of work/complexity)** See detailed description on the following page.

**Is the Contract still Active?** Yes  No

Town of Surfside, Florida

RFP No. 2019-02 – Public Relations Consultant

## **Quintana Roo Tourism Board**

Dates of Service: January 1, 2018 - Present

CIIC developed and implemented a public relations plan/ strategy on behalf of the Quintana Roo Tourism Board in the US and Canada to launch the 11 Mexican Caribbean destinations of the State. The overall goal was to provide a program that would target trade, business and consumers through media relations strategies, brand partnerships, launches, key industry events, media road shows and consumer activations.

CIIC's scope of work included the following deliverables:

- Strategic Counsel
- Target Market Research
- Trend Reporting
- Media Relations Program US (Print, Broadcast and Online)
- US & Canadian Market Support
- Media Kit Design/Development
- Influencer relations/Influencer ambassador program
- Co-branded Partnerships and Digital Promotions
- Group Press Trips
- Individual Press Trips
- Major Market Receptions: Press and Trade (NY)
- Major Market Media Road Shows (NY)
- On-site Photo and Film Shoots
- Consumer Creative Campaigns
- Special Events Support
- Online Newsroom Management
- Crisis Communications Program
- Industry Support
- Speech Writing
- Document Development
- Trade Show Support
- Monthly Newsletters, including translation services
- Social Media Counsel
- Messaging Coordination per Key Message Timeline
- News of Destination/Awards and Accolades
- PR Support for Digital Initiatives and Campaigns
- Biweekly Client Meetings
- Monthly Meetings with Agendas and Action Recaps
- Monthly Results Reports
- Budget Management
- Monthly Reconciliation Reports
- Crisis Contingency Budget

**REFERENCE #2**

**Public Entity Name:** Barbados Tourism Marketing Inc. (BTMI)

**Reference Contact Person/Title/Department:** \_\_\_\_\_

Corey Garrett / Director Caribbean Latin America for the BTMI

**Contact Number & Email** PH: 246-535-3729 Email: coreyg@visitbarbados.org

**Public Entity Size/Number of Residents/Square Mileage:** \_\_\_\_\_

277,821 residents / 166.4 square miles

**Event(s) Completed (include information explaining approach, date(s) performed, and details on size/scope of work/complexity)** See detailed description on the following page.

**Is the Contract still Active? Yes**  X  **No** \_\_\_\_\_

Town of Surfside, Florida

RFP No. 2019-02 – Public Relations Consultant

**Barbados Tourism Marketing Inc. (BTMI)**

Dates of Service: January 2018 - Present

CIIC was contracted to provide a public relations plan/strategy to launch the Barbados Tourism Marketing Inc. (BTMI) product in Latin America in the following key markets: Panama, Colombia, Chile, Argentina and Brazil.

CIIC developed a communications plan to announce new airlift to the destination from Copa Airlines in Latin America and through market research and analysis to support the launch and determine key opportunity markets.

In addition to a media relations program, CIIC developed consumer and trade awareness programs on behalf of the BTMI.

In October of 2019 CIIC was also contracted by the BTMI to launch a social media program to strengthen positioning in the growing Latin American market.

- Strategic Counsel
- Media Relations Program Latam
- Latam in-market PR services
- Influencer relations
- Group Press Trips
- Media Relations
- Messaging Coordination / Key Message Development
- Monthly press releases
- Speech development
- Obtain/Forward press clippings
- Media Monitoring
- Daily client communications
- Crisis Management
- On-site Marketing Meetings with PR director
- News of Destination/Awards and Accolades
- Monthly Meetings with Agendas and Action Recaps
- Monthly Results Reports
- Budget Management
- Monthly Reconciliation Reports
- Social Media Managing (LATAM channels)

**REFERENCE #3**

**Public Entity Name:** Los Cabos Tourism Board

**Reference Contact Person/Title/Department:** \_\_\_\_\_

Luis Palacios Larrañaga      Former Chief Commercial Officer

**Contact Number & Email** PH: 011-52-612-111-9480    Email: palarluis@gmail.com

**Public Entity Size/Number of Residents/Square Mileage:** \_\_\_\_\_

287,671 residents / 1,448.24 square miles

**Event(s) Completed (include information explaining approach, date(s) performed, and details on size/scope of work/complexity)** See detailed description on the following page.

**Is the Contract still Active?** Yes \_\_\_\_\_ No X

Town of Surfside, Florida

RFP No. 2019-02 – Public Relations Consultant

## **Los Cabos Tourism Board**

Dates of Service: January 2001 – December 2016

CIIC represented The Los Cabos Tourism Board for 15 years as the destination's official International PR Agency of Record. CIIC was brought on to help gain exposure for Los Cabos as it began expanding into new markets outside of Texas and California. CIIC guided the destination through hurricanes, health scares and security concerns while helping raise awareness and promotion of the destination in North America.

CIIC's approach was to layer Cabo's exposure through traditional media relations outreach, emerging social and digital channels, consumer facing in-market events and promotions and partnerships with top-tier brands and partners. The following scope of work further details CIIC's deliverables:

- Strategic Counsel
- Market Research
- Industry Support
- Media Outreach
- Media Relations Program
- Key Message Development
- Monthly Press release development
- Calendar of events
- Website support
- News Bureau Services
- Crisis communications program
- Marketing Support
- CVB Member Interaction
- Spokesperson training
- Speech Writing
- Executive Interviews with Media
- Weekly Client Meetings
- Monthly Results Reports
- Press trips
- In-market activations
- Press events
- Promotions/partnerships
- Social Media Management
- Research
- Project Management
- Liaise with Hotel Association
- Vendor coordination and communications- tour operators
- On-site photo and film shoots
- Consumer creative campaigns
- Ambassador programs
- VIP Summit coordination and execution
- E-newsletter program
- Trade Newsletter (design, layout and distribution)
- Consumer Newsletter (design, layout and distribution)
- PR support for webinars and digital initiatives
- Trade Shows support



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# Reference Letters

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## QUINTANA ROO

CONSEJO DE PROMOCIÓN TURÍSTICA

November 15, 2019

To Whom It May Concern:

As the Public Relations Director for the Quintana Roo Tourism Board and client of Carolyn Izzo Integrated Communications (CIIC), I would like to express our endorsement of the team.

CIIC has been an integral part of our Public Relations strategy for the past two years. The agency has successfully executed events, media tours, press trips, and media relations on behalf of the Quintana Roo Tourism Board. Their expertise and drive truly set them apart from the competition and their quality, hands-on approach is unparalleled.

If I can be of any further assistance or help answer any more questions about the team, please do not hesitate to contact me.

Sincerely,

Nathalie Leño Bez  
Public Relations Director  
Quintana Roo Tourism Board

# Reference Letters



Ref: 80/2019/30/CLA

Date: November 15, 2019

To Whom It May Concern:

As the Director for the Caribbean and Latin America division for the Barbados Tourism and Marketing Inc. (BTMI), and client of Carolyn Izzo Integrated Communications (CIIC), I would like to express my personal endorsement of the team.

The BTMI engaged CIIC in 2018 for the launch of Barbados' first flight with Copa Airlines. The agency currently provides support for Barbados' top Latin American feeder markets and has led activations and media relations campaigns in multiple markets. CIIC and Barbados have developed a stellar working relationship, and we can vouch for their ability to provide strategic guidance and execute results-driven communication campaigns.

Carolyn and her team are a unique combination of talent and heart – they care about their clients personally, and they care about their clients' success.

If I can be of any further assistance, or help answer any more questions about the team, please do not hesitate to contact me at [coreyg@visitbarbados.org](mailto:coreyg@visitbarbados.org) or (246) 262-6818.

Many thanks,

Corey Garrett

Director for the Caribbean and Latin America  
Barbados Tourism Marketing Inc.



(246) 535-3700



(246) 535-3799



INFO@VISITBARBADOS.ORG



2ND FLOOR, ONE BARBADOS PLACE, WARRENS, ST. MICHAEL, BARBADOS, BB12001



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# Reference Letters

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November 15, 2019

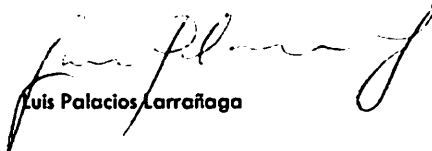
To Whom It May Concern:

As the former Chief Commercial Officer for the Los Cabos Tourism Board (2015-2016) and client of Carolyn Izzo Integrated Communications (CIIC), I would like to express my personal endorsement of the team.

With excellent ideas and great communication Carolyn is always on top of things executing ongoing projects along with her talented team. Always responsive and very focused in details her PR agency is formed by both young and experienced professionals a great mix for any company looking to maximize their Public Relations and Marketing potential.

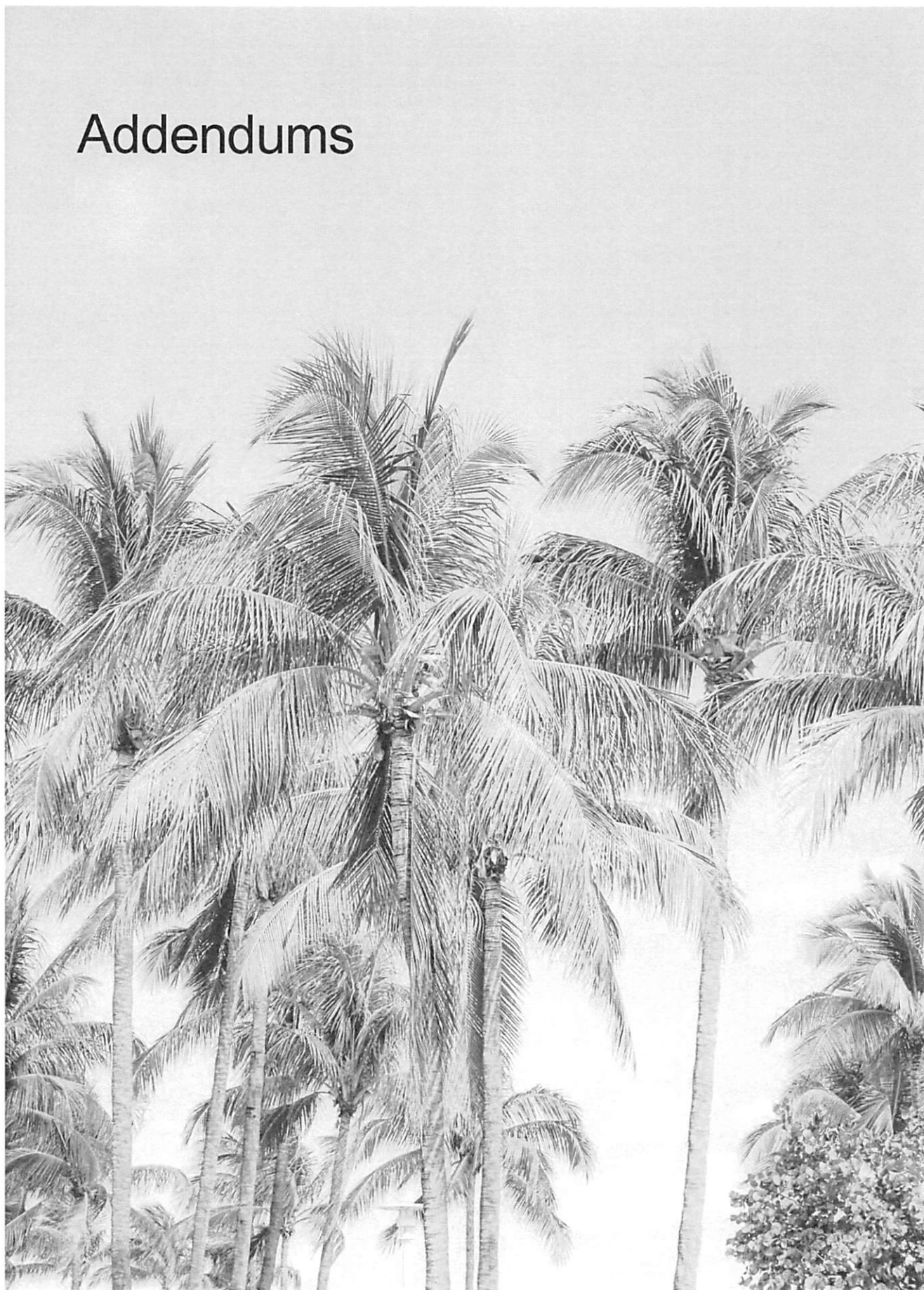
If I can be of any further assistance or help answer any more questions about the team, please do not hesitate to contact me.

Sincerely,

  
Luis Palacios Larrañaga



# Addendums



**Town of Surfside**  
**Request for Proposals RFP No. 2019-02**  
**Public Relations Consultant for the Town of Surfside Tourist Bureau**

**Addendum No. 1**

Date Issued: October 17, 2019

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions, clarifications or questions and answers to RFP No. 2019-02, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

1. Question: Has the City established an annual budget to be applied to the requested public relations services?  
Answer: **Yes**
2. Question: Has the City executed similar public relations campaigns in the past?  
Answer: **Yes**
3. Question: Has the City previously selected or worked with a public relations agency for similar projects?  
Answer: **Yes**  
Question: If so, who?  
Answer: **Pinzur Communications and Anything But Advertising.**

All other documents, requirements, terms and conditions of the RFP remain the same. All proposers must acknowledge receipt of this Addendum No. 1 and submit a signed copy of this form with their proposal.

Proposer: \_\_\_\_\_



Name: AMY SEDEÑO

Title: EXECUTIVE DIRECTOR AND PARTNER

Date: 11/25/2019

**Town of Surfside**  
**Request for Proposals RFP No. 2019-02**  
**Public Relations Consultant for the Town of Surfside Tourist Bureau**

**Addendum No. 2**

Date Issued: October 23, 2019

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions, clarifications or questions and answers to RFP No. 2019-02, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

1. *Question:* We understand that per item 2.1., the initial term for an agreement made pursuant to this RFP will be one (1) year; and that the agreement may be renewed thereafter at the Town's discretion for up to three (3) additional one (1) year periods. Can you please advise how many years the Town's incumbent PR agency, Pinzur Communications, held the contract? In addition, will the incumbent agency participate in this RFP and why is the Town of Surfside seeking new representation?

*Answer:* Anything But Advertising (ABA) is presently the Tourist Bureau's public relations firm. They have held a one-year contract for public relations services and are in an extension period through January 2020. The Town has no information on whether the existing firm will propose in response to this RFP. It is in the best interest of the Town to periodically solicit services through a competitive RFP process to evaluate firms, ideas and proposals.

2. *Question:* As it is required for the winning bidder to "work hand-in-hand" with the Town's advertising agency, per item 3.3.4 of this RFP, can you please provide details of your 2020 (and beyond) advertising campaign so that we may take this information into consideration when providing examples of how we propose to develop and align our PR strategies?

*Answer:* Information on the Tourist Bureau's advertising and marketing campaigns including the Marketing Plan can be found on the Tourism page of the Town's website at [www.townofsurfsidefl.gov/departments-services/tourism](http://www.townofsurfsidefl.gov/departments-services/tourism), and under the 'Surfside Strategic Plan' at <https://www.townofsurfsidefl.gov/departments-services/tourism/documents-and-forms>. Current examples of Visit Surfside campaigns are available at [www.visitsurfsidefl.com](http://www.visitsurfsidefl.com).

3. **Question:** What percentage of the Town's tourism revenue is generated by (1) Regional (2) National and (3) International visitors? Please provide as many details as possible.

**Answer:** The Tourist Bureau does not have a breakdown of the Town's tourism revenue by visitor market and demographic.

4. **Question:** Similarly, what percentage of the PR services contracted as a result of this RFP should be dedicated to (1) Regional (2) National and (3) International markets?

**Answer:** Contracted PR services will cover regional, domestic and international markets. Market focus will vary depending on the opportunity; there is no percentage breakdown.

5. **Question:** We understand that Pursuant to Section 70-122 of the Town's Code, a minimum of 34% of the Tourist Resort Tax Fund is used for the promotion of the tourist industry under the annual tourist bureau budget. What was the budget allotment in 2018 and 2019 for those PR services and related expenses outlined in this RFP? What do foresee as a feasible annual PR budget for 2020 through 2022?

**Answer:** In FY 2018/19, the budget allotment for PR retainer was \$36,000 annually, and \$22,000 for PR related expenses. The 2019/20 annual budget for PR retainer is \$42,000, and \$24,000 for PR related expenses.

6. **Question:** Should the proposed budget included in our RFP submittal include both fees and estimated program expenses?

**Answer:** Yes, the submittal should include fees and estimated program expenses.

7. **Question:** Is there a calendar of 2020 events/festivals taking place in or around Surfside that require PR support and should be included within our proposal?

**Answer:** Yes, information on Town events (subject to change) is available on the Tourism page of the Town's website at [www.townofsurfsidefl.gov/departments-services/tourism](http://www.townofsurfsidefl.gov/departments-services/tourism), and under the 'Surfside Strategic Plan' at <https://www.townofsurfsidefl.gov/departments-services/tourism/documents-and-forms>.

7. **Question:** Do you anticipate requiring oral presentations of proposal submissions prior to awarding the contract? If so, is there a date slated for this?

**Answer:** The Evaluation Committee may request oral presentations at its meeting currently scheduled for December 9, 2019 at 10:00 am, as well as the Tourist Bureau ay its selection meeting scheduled for January 6, 2020 at 5:30 pm. Scheduled meeting dates may be subject to change.

All other documents, requirements, terms and conditions of the RFP remain the same. All proposers must acknowledge receipt of this Addendum No. 2 and submit a signed copy of this form with their proposal.

Proposer:   
\_\_\_\_\_

Name: AMY SEDEÑO

Title: EXECUTIVE DIRECTOR AND PARTNER

Date: 11/25/2019



**Town of Surfside**  
**Request for Proposals RFP No. 2019-02**  
**Public Relations Consultant for the Town of Surfside Tourist Bureau**

**Addendum No. 3**

Date Issued: November 18, 2019

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions, clarifications or questions and answers to RFP No. 2019-02, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

*Question 1.* Is the business automobile liability insurance necessary if we do not use our car to conduct business or have a car under our business name? Will personal automobile insurance suffice?

*Answer:* Refer to Section 10. Insurance Requirements:

10.1.3. Business Automobile Liability with minimum limits of \$1,000,000 per occurrence, combined single limit for Bodily Injury and Property Damage. Coverage must be afforded on a form no more restrictive than the latest edition of the Business Automobile Liability policy, without restrictive endorsements, as filed by the Insurance Service Office, and must include Owned, Hired, and Non-Owned Vehicles.

All other documents, requirements, terms and conditions of the RFP remain the same. All proposers must acknowledge receipt of this Addendum No. 3 and submit a signed copy of this form with their proposal.

Proposer:



Name: AMY SEDEÑO

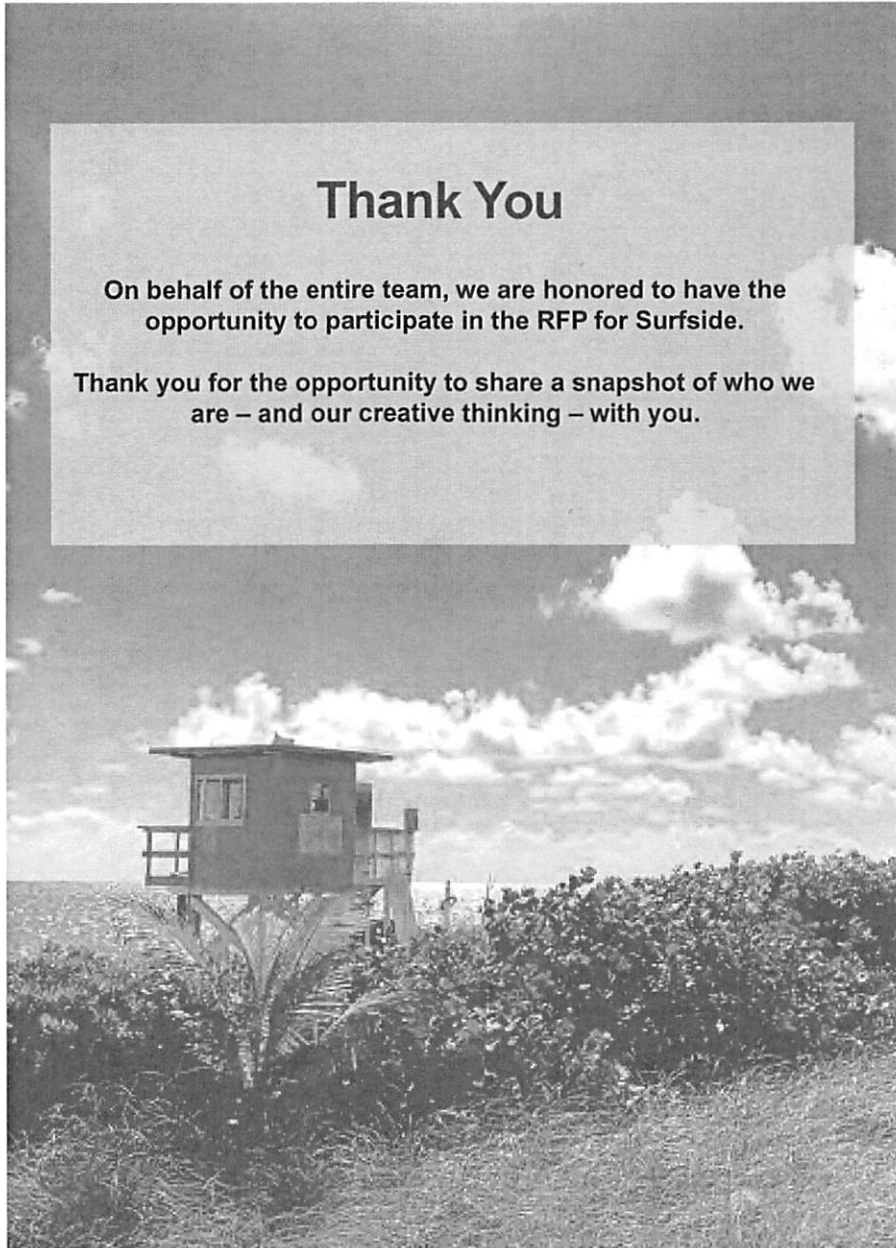
Title: EXECUTIVE DIRECTOR AND PARTNER

Date: 11/25/2019

## Thank You

On behalf of the entire team, we are honored to have the opportunity to participate in the RFP for Surfside.

Thank you for the opportunity to share a snapshot of who we are – and our creative thinking – with you.



CAROLYN IZZO INTEGRATED COMMUNICATIONS (CIIC)  
MIAMI | NEW YORK

*Surfside*  
FLORIDA  
THE UPTOWN BEACHTOWN

*ciic*

<http://www.ciicnews.com> | @ciicpr