

CITY OF FORT LAUDERDALE

OFFICE OF THE CITY AUDITOR

*Review of Services Performed by the Mosaic Group
Report #15/16-03*

October 30, 2015



CITY OF
FORT LAUDERDALE

City Auditor's Office

Memorandum No: 15/16-04

Date: October 30, 2015

To: Honorable Mayor and Commissioners

From: John Herbst, CPA, CGFO, CGMA
City Auditor

Re: Review of the services performed by the Mosaic Group

During the City Commission Conference Meeting on Tuesday, October 6, 2015, the City Auditor's Office was asked to conduct a review of the performance of Upscale Events by Mosaic, LLC., d/b/a The Mosaic Group.

Accordingly, we have reviewed the CRA Board Agenda item #14-1420 dated November 4, 2014, the RFP #745-11329 and Mosaic's proposal, Agreement dated November 4, 2014 and related invoices for the services performed through July 31, 2015. In addition, we have prepared a comprehensive questionnaire to be completed by the DSD / CRA staff.

Based on our review and inquiries, we determined that the Mosaic Group performed the following services:

- Planned, promoted, and coordinated the Small Business Week - May 4-10 and related the Restaurant Week, and Startup Weekend.
- Developed branding and logos for the CRA, Flagler Heights, Progresso Village and Sistrunk after conducting resident & neighbor focus groups.
- Published the CRA Quarterly Newsletter and generated positive news headlines.
- Delivered several press releases as part of CRA's public relations campaign.
- Participated in various community outreach programs and has met with several community associations.
- Conducted research, review, and analysis of the real estate, business environment, and government incentive/ programs for CRA Districts, including Historic Sistrunk, Progresso and Flagler, and provided several recommendations.

In summary, we determined that Mosaic's invoices, totaling \$126,437 are supported by detailed deliverables and consistent with the scope of the "Agreement".

There are still a number of tasks that remain in-progress at this time, including:

- complete a business development kit,
- development of an overall marketing plan for the CRA,
- media training for NPF volunteers,
- preparation and production of advertisements for development projects,
- design a trade show display, and
- complete a professional photographic shoot to highlight various CRA projects.

We did not attempt to evaluate the degree of satisfaction with the events, outreach programs, branding material or public relations efforts. We assume that since the CRA paid the invoices, that indicated their acceptance of the work performed.

cc: Lee R. Feldman, City Manager
Cynthia A. Everett, City Attorney
Jeff Modarelli, City Clerk
Stanley Hawthorne, Assistant City Manager
Phil Thornburg, Acting Assistant City Manager

Attachments:

Exhibit A - RFP Scope of Services

Exhibit B - Invoices

Exhibit C - Examples of material produced and events hosted

Exhibit D – Service Efforts and Accomplishments Questionnaire

Exhibit A- Scope of Services

economic development and neighborhood plans and initiatives. The intent of the solicitation is to enter into a contract with one firm for the desired services. Subject to approval by the CRA Board, the term of the contract with the firm may be for a one year term, with an option for three, one year extensions, subject to annual budgeting and appropriations.

At minimum, develop marketing and branding tools and approach for the NPF CRA to execute the following guiding principles:

1. Positioning and branding NPF CRA as a vibrant, growing urban hub that offers a variety of distinctive features, advantages and benefits to businesses and visitors alike;
2. Educating target audiences on the ever-evolving projects, programs and initiatives in NPF CRA that appeals to all generations and price points;
3. Increasing audience reach and awareness of the growth and development within NPF CRA;
4. Inspiring pride throughout the redevelopment district that encourages connectivity, engagement, participation, communication, support of community-at-large, and a wider pool of influencers and endorsers;
5. Increasing and maintaining a high level of awareness with regard to the NPF CRA area including general news, events, activities, etc. among its targeted audiences, including media;
6. Generating additional consumer traffic, business interest, and media coverage as well as demonstrate vibrancy and relevance of the new development activity within the NPF CRA.
7. Support the overall economic development initiatives of the City of Fort Lauderdale via relevant communications channels and vehicles.
8. Create message content that respond to the diverse nature of the NPF CRA, particularly the multi-cultural aspects of the community.
9. Work with City and CRA staff to continuously involve community-based organizations on projects, initiatives and programs as needed.

SCOPE OF SERVICES:

The Scope of Work is a general guide of the work the NPF CRA expects to be performed by the Consultant, and is not a complete list of all services that may be required or desired. The Consultant will perform the following primary tasks:

A. Marketing and Branding:

- a. Develop an overall marketing plan that represents the diverse need of the NPF CRA.
- b. Create a strong brand identify and recommend a sustainable branding campaign.
- c. Coordinate economic development partners and community involvement process in crafting the brand.
- d. Create a new logo for the Agency
- e. Prepare and produce advertisements for development projects for print and electronic media publications.
- f. Prepare and produce signage and banners

- g. Development of collateral materials for trade shows, conferences and public events
- h. Design a Trade Show Display and assist with product development.
- i. Develop informational brochures/fact sheets to provide to community.
- j. Complete a Business Development Kit to help promote Fort Lauderdale as a global destination for business.
- k. Complete professional photography that highlights various NPF CRA projects and overall community appeal.

B. Social Media Account Management

The NPF CRA uses social media to inform the local and regional community of news and projects to increase awareness of the agency mission, projects and initiatives; to engage stakeholders in various aspects of the redevelopment process; and to encourage an ongoing dialogue about redevelopment and economic development in the NPF CRA area to increase transparency. The selected respondent will be charged with managing the overall social media marketing strategies associated with the accounts, including devising and implementing a posting calendar, growing followers, and analyzing insights. The selected respondent will provide monthly insight reports to summarize posting activity, impressions, audience engagement, and any applicable trends. The Contractor may coordinate with other city staff members, other departments and community-based organizations so they will be available to make secondary posts, but will be generally responsible for the overall maintenance of the accounts.

C. Public Relations

To assist city staff organizations on the development of specific marketing initiatives and/or campaigns focused around special events, projects, initiatives or programs in targeted development areas.

D. Email Newsletters

The NPF CRA uses an email system to maintain active subscriber lists for both the NPF CRA and the City of Fort Lauderdale. The Contractor will provide copy and content for a total of four monthly email newsletters and distribute them through the CRA's existing email service. The Contractor will provide monthly analytics reports summarizing growth of the subscriber list, open rates, click rates, and social media shares.

E. Feature Articles

As needed, the Contractor will produce a feature article of approximately 500 words, and assist with distributing the story to various local media outlets. City staff will provide topics, resources, and overall direction. Topics will generally consist of highlights of local merchants, successful grant applicants, and/or NPF CRA redevelopment projects.

F. Press Release Generation & Distribution

Although many of the NPF CRA's initiatives are long-term, there is often a need to inform stakeholders of time-sensitive project milestones, new initiatives, or changes to various programs. The Contractor will generate press releases for the NPF CRA and assist with distribution to local media outlets on an as-needed basis, generally expected to be once or twice per month.

G. Graphic Design Services

On an occasional basis, the NPF CRA may need graphic design services for either electronic or print marketing materials for projects and/or events. Design needs would largely consist of save-the-date invitations; postcards; posters; brochures; flyers; and print advertisements. Graphic design assignments would be requested on an as-needed basis, but not more than once a month. Staff will provide the Contractor with all necessary specifications and information needed to furnish a design in a timely manner.

H. Web Site Design Assistance

A webpage for the area exists as part of the City of Fort Lauderdale web site. Proposals should provide recommendations on upgrading of current project web sites and should include advice and consultation on the most effective web content and navigation that provide, at a minimum, the following functions:

- Home Page with text, links and well-designed graphics
- News Page, updatable by the City and NPF CRA staff
- Links Page, updatable by the City and NPF CRA staff
- Background page, with summary information about the area and projects
- Text links to maps stored on the site
- Easy updating ability
- The web site should be search-engine friendly

I. Bonus Services

In addition to the above functions and services, the NPF CRA may occasionally have a need for specialized marketing services, including photography, videography, printing, and website design and maintenance services. As it is not anticipated that the NPF CRA will need these services on an ongoing or otherwise predictable basis, Proposers are not required to bid on the services mentioned in this section. However, if a proposer can directly provide or assist in procuring these services, it should be indicated in the submittal. These services will not become part of the evaluation criteria.

J. POINT SYSTEM FOR SELECTION

PROCESS – Proposals that do not include all of the information outlined in the RFP may be found to be non-responsive. An Evaluation Committee will review and evaluate qualified proposals based upon the knowledge, skills, experience, past performance of firm and of the project team, resource availability/commitment, and quality of the proposal. The evaluation committee may create a short-list of firms to be considered for selection by the City Commission and the CRA Board. The City Commission and CRA Board will make the final determination as to which firms will be awarded a contract.

K. ADDITIONAL INFORMATION:

It is strongly recommended that respondents familiarize themselves with the NPF CRA Five-Year Strategic Plan and the City of Fort Lauderdale Strategic Plan – *Press Play* prior to submitting proposals in response to this solicitation for professional services. A copy of the NPF CRA Five-Year

RQ1512932
5-27-15



Upscale Events by Mosaic, LLC

DBA The Mosaic Group
405 NW Avenue of the Arts
Fort Lauderdale, FL 33311

Invoice

Date	Invoice #
3/23/2015	534

Bill To
City of Ft. Lauderdale Department of Sustainable Development Community Redevelopment Agency 914 NW 6th Street, Suite 200 Ft. Lauderdale, Florida 33311

Description	Amount
Project Management	11,375.00
Creative	6,625.00
Public Relations	125.00
Content Development	1,000.00
Interactive Web	1,250.00
Social Media Marketing	250.00
Community Outreach	3,875.00
Consulting - Economic Development	9,750.00
Team Strategic Marketing Development	7,000.00
Administrative/In-Direct	0.00
Total	
	\$41,250.00

Pay online at: <https://ipn.intuit.com/gjbrw668>

Upscale Events by Mosaic dba The Mosaic Group
 Invoice for November 4, 2014 - March 23, 2015
 Marketing, Branding and Public Relations Services
 RFP #745-11329

Deliverable	Projected Billable Hours Year 1	Billable Hours This Month	Billable Hours to Date	Fees Billed This Month	Fees Paid to Date
Project Management					
Project Management		58			
Meetings					
CRA Advisory Board Meetings - 11/28/2014, 1/28/2015		4			
Meeting with Commissioner McKenzie - 3/2/15		1			
CRA Staff/Mosaic Team Meetings - 11/13/2014, 11/20/2014, 12/16/2014, 12/19/2014, 1/12/2015, 1/13/2015, 1/15/2015, 2/10/2015, 3/19/2015		18			
SBW 2015 Planning Meetings - 1/20/2015; 2/19/2015; 2/26/2015, 3/03/2015; 3/16/2015; 3/19/2015		10			
Total Hours	300	91	0	\$ 11,375.00	\$ -
Creative					
Brand Concepts for CRA		34			
Brand Concepts for Historic Sistrunk		11			
SBW 2015 - Design of Sponsorship Package and Event Brochure		8			
Total Hours	300	53	0	\$ 6,625.00	\$ -
Public Relations					
SBW 2015 - Draft of Press Release		1			
Total Hours	250	1	0	\$ 125.00	\$ -
Content Development					
SBW Content Development for Sponsorship Package, Website, Event Brochure		8			
Total Hours	60	8	0	\$ 1,000.00	\$ -
Interactive Web					
SBW 2015 - Website Development		10			
Total Hours	200	10	0	\$ 1,250.00	\$ -

**Upscale Events by Mosaic dba The Mosaic Group
 Invoice for November 4, 2014 - March 23, 2015
 Marketing, Branding and Public Relations Services
 RFP #745-11329**

Social Media Marketing

SBW 2015 - Social Media Creation and Management

<i>Total Hours</i>	100	2	0	\$	250.00	\$	-
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Community Outreach

Community Outreach/Stakeholder Meetings

Flagler Village - 11/18/2014, 12/02/2014, 12/03/2014, 12/11/2014,
 12/17/2014, 3/03/2015; 3/18/2015
 Northwest - 1/27/2014, 3/03/2015, 3/13/2015, 3/18/015
 Progresso - 3/3/2015, 3/18/2015
 ULJ Study - 12/9/2014, 12/10/2014

<i>Total Hours</i>	200	31	0	\$	3,875.00	\$	-
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Consulting - Economic Development

Review & Analysis of Discovery Documents; Review of top 10
 Economic Development websites; Meeting with CRA & DSD staff to
 review and analyze CRA incentive programs, ULJ study, rental
 assistance plan, gap financing, and development proformas;
 Developed presentations for comparison and recommendations
 (Northwood Village vs Sistrunk), Mural plan, and 6th Street Plaza
 Analysis)

<i>Total Hours</i>	100	78	0	\$	9,750.00	\$	-
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Team Strategic Marketing Development

Team Meetings (Creative Development, Deliverables Mgmt, etc)
 SBW 2015 - Events Coordination

<i>Total Hours</i>	400	58	0	\$	7,000.00	\$	-
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Administrative/In-Direct

<i>Total Hours</i>	80	0	0	\$	-	\$	-
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Overall Project Hours

	1980	330	0	\$	41,250.00	\$	-
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RC0074898
8/28/15

The Mosaic Group
2930 Okeechobee Blvd
Suite 207
West Palm Beach, FL 33409

Invoice

Date	Invoice #
6/19/2015	557

Bill To
City of Fort Lauderdale Jeremy Earle 914 NW 6th Street, STE 200 Fort Lauderdale, FL 33311

Terms	Due Date
	6/19/2015

Description	Amount																												
Project Management	10,625.00																												
Creative	3,750.00																												
Public Relations	18,000.00																												
Content Development	0.00																												
Interactive Web	0.00																												
Social Media Marketing	0.00																												
Community Outreach	13,500.00																												
Consulting - Economic Development	250.00																												
Team Strategic Marketing Development	9,000.00																												
Administrative/In-Direct	1,500.00																												
**** Please note: Mosaic Received Payment on Invoice #534 for \$41,250.00 on June 25, 2015																													
<table border="0"> <tr> <td>RA/RQ#</td> <td>1513034</td> <td>Amount</td> <td>1496250</td> </tr> <tr> <td>Index Code</td> <td>05006000</td> <td>Subobject</td> <td>3199</td> </tr> <tr> <td></td> <td></td> <td>Initials</td> <td></td> </tr> <tr> <td>Work/Goods/Service Verified</td> <td>JE</td> <td>Date</td> <td>8/28/15</td> </tr> <tr> <td>Rate/Charges Confirmed</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Financial Mgmt Analyst Approval</td> <td>JEM</td> <td></td> <td>7/20/15</td> </tr> <tr> <td>Deputy Director (ECR) Approval</td> <td>JE</td> <td></td> <td>7/20/15</td> </tr> </table>	RA/RQ#	1513034	Amount	1496250	Index Code	05006000	Subobject	3199			Initials		Work/Goods/Service Verified	JE	Date	8/28/15	Rate/Charges Confirmed				Financial Mgmt Analyst Approval	JEM		7/20/15	Deputy Director (ECR) Approval	JE		7/20/15	
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Rate/Charges Confirmed																													
Financial Mgmt Analyst Approval	JEM		7/20/15																										
Deputy Director (ECR) Approval	JE		7/20/15																										
Total	\$56,625.00																												

7/24/15 *awaiting approval of requisition 7/24/15* *7/29/15*

Upscale Events by Mosaic dba The Mosaic Group
 Invoice for March 23, 2015 - May 30, 2015
 Marketing, Branding and Public Relations Services
 RFP #745-11329

Deliverable	Projected Billable Hours Year 1	Billable Hours This Period	Billable Hours Billed Last Period	Fees Billed This Period	Fees Paid to Date	Balance of Billable Hours	Balance of Contract Amount
Project Management							
Project Management Meetings		51.5					
CRA Advisory Board Meetings - 3/25/2015, 4/7/2015, 4/22/2015, 5/21/2015		8					
CRA Staff/Mosaic Team Meetings - 4/2/2015, 4/6/2015, 4/9/2015, 4/23/2015, 4/30/2015, 5/20/2015		11.5					
SBW 2015 Planning Meetings - 3/26/2015, 4/2/2015, 4/9/2015, 4/16/2015, 4/23/2015, 4/30/2015		14					
Total Hours	300	85	91	\$ 10,625.00	\$ -	124 \$	15,500.00
Creative							
Brand Concepts for CRA		18					
Brand Concepts for Historic Sistrunk		12					
Total Hours	300	30	53	\$ 3,750.00	\$ -	217 \$	27,125.00
Public Relations							
Small Business Week 2015		144					
Total Hours	250	144	1	\$ 18,000.00	\$ -	105 \$	13,125.00
Content Development							
Total Hours	50	0	8	\$ -	\$ -	42 \$	6,250.00
Interactive Web							
Total Hours	200	0	10	\$ -	\$ -	190 \$	23,750.00
Social Media Marketing							
Total Hours	100	0	2	\$ -	\$ -	98 \$	12,250.00

Upscale Events by Mosaic dba The Mosaic Group
 Invoice for March 23, 2015 - May 30, 2015
 Marketing, Branding and Public Relations Services
 RFP #745-11329

Community Outreach								
<i>Community Outreach/Stakeholder Meetings</i>								
Flagler Village - 4/2/2015, 4/15/2015, 5/20/2015			6					
Northwest - 3/25/2015, 4/8/2015, 4/17/2015, 4/27/2015			8					
Progresso - 4/20/2015			2					
Small Business Week			92					
Total Hours	200		108	31	\$ 13,500.00	\$ -	61	\$ 7,625.00
Consulting - Economic Development								
Progresso village vacant property survey			2					
Total Hours	100		2	78	\$ 250.00	\$ -	20	\$ 2,500.00
Team Strategic Marketing Development								
Team Meetings (Creative Development, Deliverables Mgmt, etc)			24					
SBW 2015 - Events Coordination			48					
Total Hours	400		72	56	\$ 9,000.00	\$ -	272	\$ 34,000.00
Administrative/In-Direct								
Total Hours	80		12	0	\$ 1,500.00		68	\$ 8,500.00
Overall Project Hours	1980		453	330	\$ 56,625.00	\$ 41,250.00	1197	\$ 149,625.00

Total Contract
247,500

41,250
 56,625
~~51,750~~

~~149,625~~
 97,875

Tot

The Mosaic Group
 2930 Oseechobec Blvd
 Suite 207
 West Palm Beach, FL 33409

DSD

RC0075023
 9/1/15

ORIGINAL

Invoice

Date	Invoice #
8/21/2015	568

Bill To
City of Fort Lauderdale Jeremy Earle 914 NW 6th Street, STE 200 Fort Lauderdale, FL 33311

Terms	Due Date
Net 30	9/20/2015

Description	Amount																												
Project Management	6,500.00																												
Creative	3,000.00																												
Public Relations	250.00																												
Content Development	0.00																												
Interactive Web	0.00																												
Social Media Marketing	0.00																												
Community Outreach	2,187.50																												
Consulting - Economic Development	0.00																												
Team Strategic Marketing Development	10,250.00																												
Administrative/In-Direct	1,000.00																												
<table border="1"> <tr> <td>RA/RQ #</td> <td><u>FP151457</u></td> <td>Amount</td> <td><u>23,187.50</u></td> </tr> <tr> <td>Index Code</td> <td><u>DSD070601</u></td> <td>Subobject</td> <td><u>3199</u></td> </tr> <tr> <td></td> <td></td> <td>Initials</td> <td>Date</td> </tr> <tr> <td>Work/Goods/Service Verified</td> <td></td> <td><u>[Signature]</u></td> <td><u>9/1/15</u></td> </tr> <tr> <td>Rate/Charges Confirmed</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Financial Mgmt Analyst Approval</td> <td><u>[Signature]</u></td> <td></td> <td><u>8/26/15</u></td> </tr> <tr> <td>Deputy Director (ECR) Approval</td> <td><u>[Signature]</u></td> <td></td> <td><u>8/26/15</u></td> </tr> </table>		RA/RQ #	<u>FP151457</u>	Amount	<u>23,187.50</u>	Index Code	<u>DSD070601</u>	Subobject	<u>3199</u>			Initials	Date	Work/Goods/Service Verified		<u>[Signature]</u>	<u>9/1/15</u>	Rate/Charges Confirmed				Financial Mgmt Analyst Approval	<u>[Signature]</u>		<u>8/26/15</u>	Deputy Director (ECR) Approval	<u>[Signature]</u>		<u>8/26/15</u>
RA/RQ #	<u>FP151457</u>	Amount	<u>23,187.50</u>																										
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Deputy Director (ECR) Approval	<u>[Signature]</u>		<u>8/26/15</u>																										
Total		\$23,187.50																											

RECEIVED
 CENTRAL ACCOUNTING
 2015 AUG 24 PM 3:39

8/25/15

Upstate Events by Mosaic dba The Mosaic Group
 Invoice for June 1, 2015 - July 31, 2015
 Marketing, Branding and Public Relations Services
 RFP #745-11329

Total 247,500
 Contract

Deliverable	Projected Billable Hours Year 1	Billable Hours This Period	Billable Hours Billed Last Period	Fees Billed This Period	Hours Billed to Date	Fees Billed to Date	Fees Paid to Date	Balance of Billable Hours	Balance of Contract Amount
Project Management Project Management Meetings CRA Advisory Board Meetings - 8/24/2015 CRA Staff/Mosaic Team Meetings - 8/4/2015, 8/18/2015, 7/2/2015, 7/13/2015, 7/30/2015		42							
Total Hours	300	52	85	\$ 8,800.00	228	\$ 28,500.00	\$ -	72	\$ 9,000.00
Creative Brand Concepts for Progresso Usage Focus Group Invitation and Presentation Development		21							
Total Hours	300	25	30	\$ 3,000.00	107	\$ 13,375.00	\$ -	193	\$ 24,125.00
Public Relations SBW Story Coordination with Pebble		2							
Total Hours	250	2	144	\$ 200.00	147	\$ 18,375.00	\$ -	103	\$ 12,875.00
Content Development		0							
Total Hours	80	0	0	\$ -	8	\$ 1,000.00	\$ -	42	\$ 5,250.00
Interactive Web		0							
Total Hours	200	0	0	\$ -	10	\$ 1,250.00	\$ -	180	\$ 23,750.00
Social Media Marketing		0							
Total Hours	100	0	0	\$ -	2	\$ 250.00	\$ -	98	\$ 12,250.00
Community Outreach Community Outreach/Stakeholder Meetings Flagler Usage - 8/17/2015 Historic Sistrunk - 8/12/2015, 8/25/2015, 7/19/2015, 7/23/2015, 7/25/2015 Progresso - 8/15/2015, 7/20/2015 Focus Groups - 7/21/2015		2							
Total Hours	200	17.5	100	\$ 2,187.50	166.5	\$ 19,562.50	\$ -	43.5	\$ 6,437.50
Consulting - Economic Development		0							
Total Hours	100	0	2	\$ -	80	\$ 10,000.00	\$ -	20	\$ 2,000.00
Team Strategic Marketing Development Team Meetings (Creative Development, Deliverables Mgmt, etc) SBW Report Card Focus Group Coordination		10							
Total Hours	400	22	72	\$ 18,250.00	210	\$ 28,250.00	\$ -	188	\$ 23,750.00
Administrative/In-Direct		0							
Total Hours	80	0	12	\$ 1,000.00	20	\$ 2,500.00	\$ -	60	\$ 7,500.00
Overall Project Hours	1980	128.5	463	\$ 23,187.50	968.5	\$ 121,062.50	\$ 41,250.00	1011.5	\$ 128,437.50

41,250
 56,625
 23,187

 121,062

HOWDY! 

WELCOME

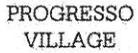


Startup Weekend Fort Lauderdale
Powered by Google for Entrepreneurs





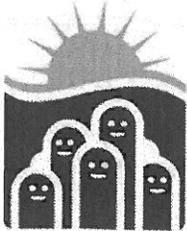









**START A SMALL BUSINESS.
MAKE A BIG IMPACT.**



Startup Weekend Fort Lauderdale
Powered by Google for Entrepreneurs

HAVE A BIG IDEA?

LAUNCH IT IN 54 HOURS



FRIDAY-SUNDAY MAY 8-10-2015

NO TALK. ALL ACTION.
STARTUP WEEKEND FORT LAUDERDALE IS AN OFFICIAL EVENT OF SMALL BUSINESS WEEK FORT LAUDERDALE

REGISTER TODAY:
www.SMALLBUSINESSWEEKFTL.cc
EARLY BIRD: \$75 • FULL PRICE: \$99 • STUDENT: \$50
LOCATION: Urban League of Broward County 560 NW 27th Avenue • Fort Lauderdale



SPONSORSHIP OPPORTUNITIES

Participate in Small Business Week - Fort Lauderdale by becoming one of our partners.

Partnering as a sponsor puts you front and center with a business focused audience of CEOs, existing and aspiring entrepreneurs, and industry experts. In addition, your brand will be visible to the thousands of patrons and participants. Sponsorships can be customized to fit your marketing goals and objectives and may include participation in panel discussions and workshops, business coaching, becoming a judge for Startup Weekend, and more.



Fort Lauderdale NPS-CRA will celebrate small businesses that make a big impact.

National Small Business Week is a program designed by the U.S. Small Business Administration to celebrate small business accomplishments throughout the United States. During this period, the many accomplishments of small business owners are acknowledged and entrepreneurs are encouraged to succeed with workshops that help with strategic planning, best practices, mentorship and networking.

MAY 4-10 RESTAURANT WEEK

This 7-day celebration will feature Fort Lauderdale's NPS-CRA's restaurant scene pay homage to the culinary heritage that makes the region of Fort Lauderdale unique and is held in tribute to the restaurants that are becoming such a vital part of Fort Lauderdale's tradition of hospitality.

More than 20 restaurants will offer specially selected three-course, fixed price dinner menus and lunch time specials at significantly discounted prices.

Restaurant Week spans three areas of the CRA: Historic District, Progress Village and Flagler Village. This will give diners more opportunities to share in a unique culinary experience.

MAY 8 SMALL BUSINESS CONFERENCE 9AM-2PM

One-day event includes a series of workshops geared toward the development, capacity building and advancement of local small businesses. Topics will include Basics of Starting a Business, Sales Models that Work, Technology for Capacity Building and Financing for Small Business.

MAY 9-10 POP-UP BUSINESS SHOWCASE

The Pop-Up Business Showcase will hold 8 pop-ups that will range from

PRESENTING \$10,000.00 (Category Exclusive)

- Full Color 2 Page Spread ad in Small Business Resource Magazine
- Table Top Exhibitions at Small Business Conference
- 10 VIP All Access Passes
- Banner/Banner prominently displayed at all major event locations - 4 locations
- Logo on all marketing & collateral material
- Listed on Event Website with link to company website
- Collateral and promotional materials in all Swag Bags
- Logo as direct sponsor to 4 pop-up businesses
- Special Item for Mother's Day Brunch Gift Bag
- Listed as Co-Sponsor of Startup Weekend
- Two (2) booths strategically positioned for maximum exposure by attendees
- Presentation Opportunity for a 10-minute or Panel Discussion Representative at all events
- Recognition in media promotions & press release
- One complimentary post SBW email campaign sent to SBW attendees

- Listed on Event website with link
- Collateral and promotional materials
- Logo as direct sponsor to 2 pop
- Mother's Day Brunch Gift Bag
- One (1) booth strategically positioned by attendees
- Recognition in media promotion

SILVER \$2,500.00

- 1/2 Color Page Ad in Small Business Resource Magazine
- 4 VIP All Access Passes
- Logo on all marketing and collateral
- Listed on Event Website with link
- Collateral and promotional materials
- Logo as direct sponsor to 1 pop
- One (1) booth strategically positioned by attendees
- Recognition in media promotion

BRONZE \$1,000

- 1/4 Page Full Color Page ad in Small Business Resource Magazine
- 2 VIP All Access Passes
- Logo on all marketing and collateral
- Listed on Event Website with link
- Collateral and promotional materials
- One (1) booth strategically positioned by attendees
- Recognition in media promotion

A LA CARTE SPONSOR

Includes Media Sponsor Benefits

ENTERTAINMENT SPONSOR

Includes Catering Sponsor Benefits

SPONSOR A POP-UP BUSINESS

ART SPACES \$1,500 / 10 Booth

Logo/Banner prominently displayed

Business Sponsor Benefits

SPONSOR A RESTAURANT

1 Logo/Banner prominently displayed

SCHEDULE AT A GLANCE	
MAY 4	Restaurant Week Eat & Go Snek Get special & discover participating restaurant Kick Off Party For Village - 5:30pm - 8PM NW 1st Ave
MAY 5	Restaurant Week Fat Tuesday at Fat Village Small Business Conference Start 10am - Registration till 2:00pm. Lunch 12:00-1:30pm Lunch special: register online in advance
MAY 6	Restaurant Week
MAY 7	Restaurant Week Pop Up Business Showcase Various locations - Pop up Business Showcase hours Event starts 10am-11pm for three days
MAY 8	Restaurant Week Happy Hour Street: Sip, Seek & Sniff 5:30-7:30pm - Various locations Startup Weekend Official launch of Broward County - Park Blvd, from Miami - 8 launch a startup in 60 hours Start 10am - 12:30pm - Full price \$199 / Student \$100 Register at smallbusinessweek.com Pop Up Business Showcase
MAY 9	Restaurant Week Startup Weekend Pop Up Business Showcase Small Business Saturday Expo Start 10am - Various locations The Great Outdoor Barbecue Cookoff @ Stadium Park Shog Small, Sleep Local!
MAY 10	Restaurant Week Mother's Day Brunch Start 10am - Various locations featuring live jazz & gospel entertainment Startup Weekend



FOR MORE INFORMATION 754.300.8939
smallbusinessweekFTL.com



SMALL BUSINESS WEEK
MAY 4-10, 2015
FORT LAUDERDALE

SPONSORSHIP OPPORTUNITIES

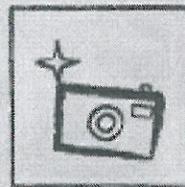


smallbusinessweekFTL.com

**P A S I
P H O T O
P R E S E N T**

**H I S T O R I C
S I S T R U N K
C O L L E C T I O N**

Day Party



**ITEMS CAN BE DONATED, LOANED
OR SCANNED AND RETURNED.**

ITEMS AND INFORMATION WILL BE USED
FOR **YOUR HISTORIC SISTRUNK WEBSITE**
WWW.HISTORICSISTRUNK.COM,
LAUNCH OF THE NEW HISTORIC SISTRUNK BRAND
AND AN HISTORIC EXHIBITION.

S A T U R D A Y

Startup Weekend FTL 2015

- Over 35 Registrations
- 23 Business Pitches
- 6 Teams Formed
- 3 Finalists & Company Launches
- 1st Place: RENAL TRKRR
- 2nd Place: Technavex Innovations, Inc.
- 3rd Place: EyeSawThat
- \$5,000 in Prizes
- 4 Judges from the Community
- 7 Coaches & Mentors
- 3 Keynote Speakers
- 1 DJ



**Startup
Weekend
Fort Lauderdale**
Powered by Google for Entrepr

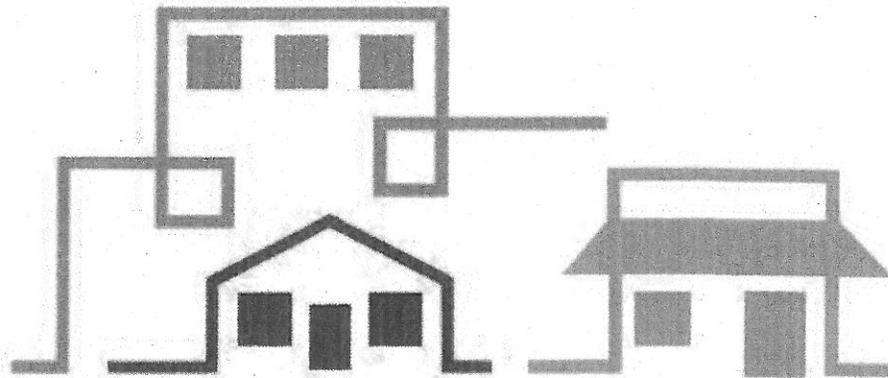
Flyer Distribution

Sustainable Development Center
Urban League of Broward County
African American Research Library & Cultural Center
Ivory's
Betty's
The Chocolate Factory
Bail Bonds
Lykeisha The Baker
Just Urban Tattoo
Midtown Florist
Big Poppa BBQ
Cary & Smith Community Thrift Store
BG's
Vision of Unity Barbershop
Van's Car Wash
Seafood & More
Lucy's Meat Market
Ray's Market
\$5 Rib Man
DJ Eazy
Petal's Florist/Gift Shop
Legacy Business Symposium
Ft. Lauderdale Alliance Partners Meeting at the Ft. Lauderdale CRA Office
Sons of Allen AME Church
Mt. Olive Baptist Church
Mount Herson AME
L'Eglise Chretienne
Mount Olive AME- Shirley Rose Howard
House of God
Fort Lauderdale Multicultural
Church of God in Christ
Fire Baptism and Truth #2
The Church in the Lord Jesus Christ of the Apostles Doctrine
New Hope Baptist Church
Faith Deliverance Tabernacle
Williams Memorial CME Church

15th Avenue Church of God
Mt. Zion God's Church the House of Unity
Peaceful Zion MB Church
The House of God Miracle Temple
MAP 1700
Church of Christ at Washington Park
Rock of Ages Baptist Church
Church of God of Prophecy
Triumph The Church & Kingdom of God in Christ
St John United Methodist Church
The Spiritual Israel Church & it's Army
Haitian church on 8th and 11th
The Assemblies of the First Born
Where Christ is Exalted
United Church if God FL
The Apostle Church of Jesus Christ
Shekinah French SDA Church
Miracle Baptist Holiness Church
Patmos Alliance Church
L'Eglise Baptiste De La Nouvelle Jerusalem
Christian Church By Faith
New Life Church of God in Christ
Eglise Evangelique Haitienne Mount-Horeb De La C&MA
Apostolic Christian Faith Center Inc
Hammond's Bakery
Barber Shop in Same plaza
Pompano and Deerfield Churches
New Hope Missionary Baptist Church
The Life Center
First Baptist Church of Pompano
Redemption Baptist Church
Grace Baptist Church
Hopewell Baptist Church
15 Street Church of Christ
New Life Church
Church of the Good Shepherd
North Pompano Baptist Church
Apostolic Lighthouse Church

Palm Beach Churches
The Victory Tabernacle of People
Blue Heron Baptist Church
St. James Missionary Baptist Church
Mt. Olive Missionary Baptist Church
Bethesda Haitian Outreach Church
Pleasant Heights Baptist Church
Hill-Top Baptist Church
Pentecostal Church of God in Christ
Allen Temple AME
New Macedonia
Mt. Zion Missionary Baptist Church
Bibleway COGIC
Mt. Calvary Baptist Church
Grace Episcopal Church
Orthodox Zion Primitive Baptist Church
Redemption Point by the Lake
Calvary Community Church
Trinity United Methodist Church
Mt. Zion Primitive Baptist Church
In Time Church of God
Tabernacle Missionary Baptist Church
Payne Chapel
New Bethel Missionary Baptist Church
Roanoke
Mt. Gilead
Pentecostal Church of God in Christ
Greater Antioch Baptist Church
Bibleway Missionary Baptist Church
Mt. Zion Apostolic Faith Church
Central New Testament Church

THE NPFCRA'S NEW LOOK



**FORT LAUDERDALE
VILLAGE DISTRICT**
HISTORIC SISTRUNK • PROGRESSO • FLAGLER



Progresso Village Logo Development

After presenting 2 rounds of branding concepts (1st round on June 15, 2015; 2nd round on October 21, 2015), Ron Centamore – President of the Progresso Village Civic Association decided to keep the current Progresso Village brand.



Mosaic is in the process of recoloring the brand and updating the font to a standard web font treatment.

Mosaic is also in the process of developing the website for Progresso Village.

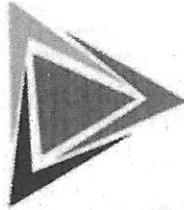
Historic Sistrunk Logo Development



HISTORIC
Sistrunk

THE HEART & SOUL OF THE CITY

Forward Together Campaign



**FORWARD
TOGETHER**
HISTORIC SISTRUNK | PROGRESSO | FLAGLER



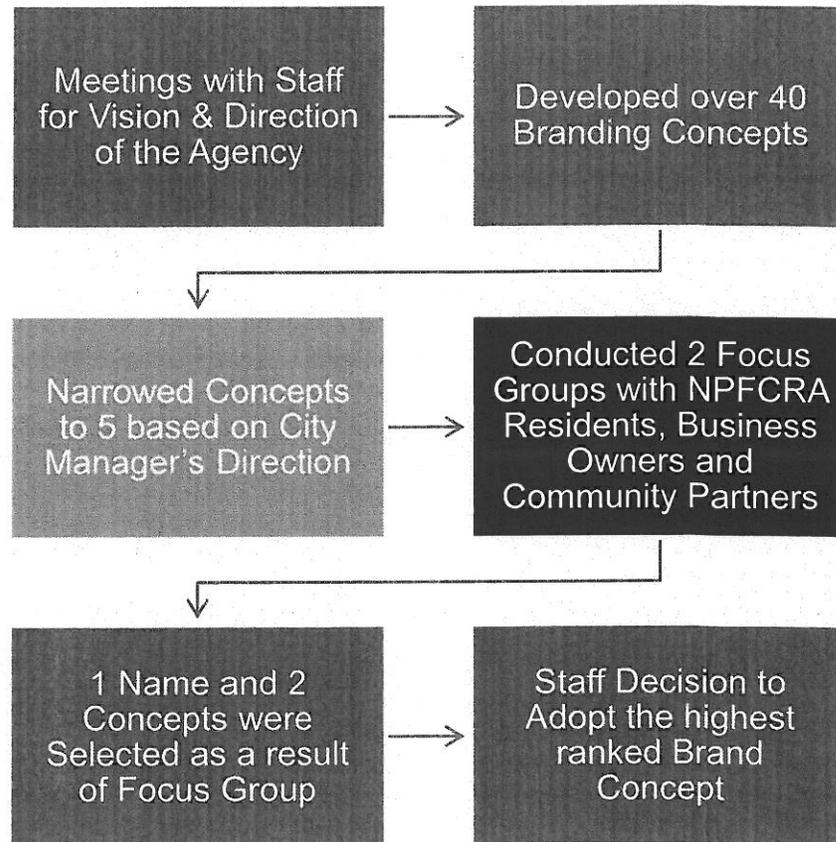
**FORWARD
TOGETHER**
HISTORIC SISTRUNK | PROGRESSO | FLAGLER



Neighborhood Branding

- Mosaic have met with all three neighborhoods about branding efforts
- All three communities have responded to our survey instrument
- The Northwest Community and Progresso Village branding is underway
- Flagler Village has expressed they are committed to their present logo

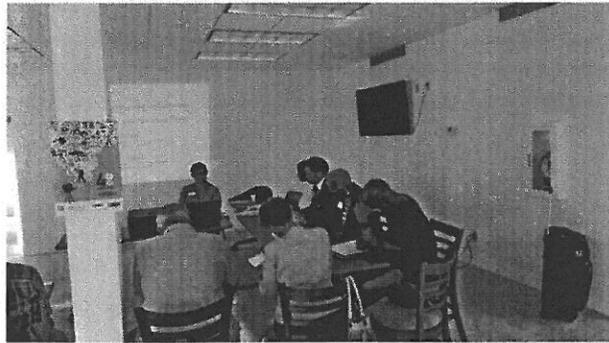
THE BRANDING PROCESS



Focus Group Invitees & Participants

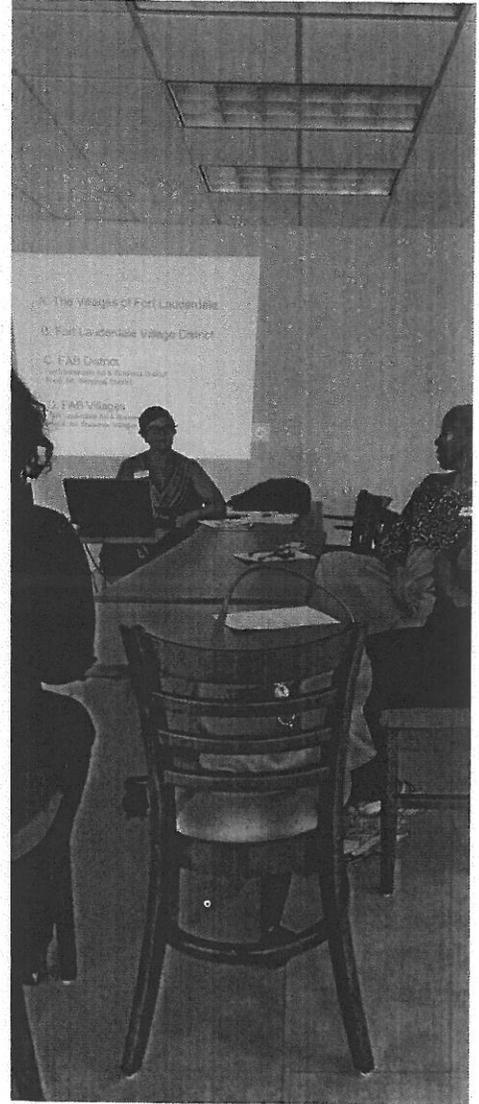
Group 1: Stakeholder Groups outside CRA

Clergy from outside the district
CVB
Chamber of Commerce
Greater FLL Alliance
University Relations
Urban League
African American Research Library
Broward Workshop
Community Foundation

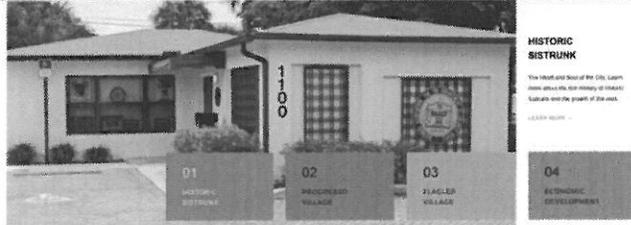
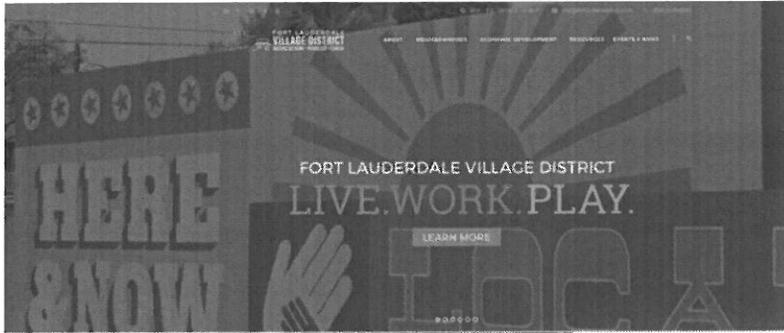


Group 2: Stakeholder Groups in CRA

Progresso Village Civic Association
Flagler Village Civic Association
Flagler Village Improvement Association
Sistrunk Community Council
Northwest Gardens
MASS District (Music and Arts South of Sunrise)
Midtown Business Association
Negro Chamber
Clergy Members in the CRA



CRA Website: fortlauderdalecra.com



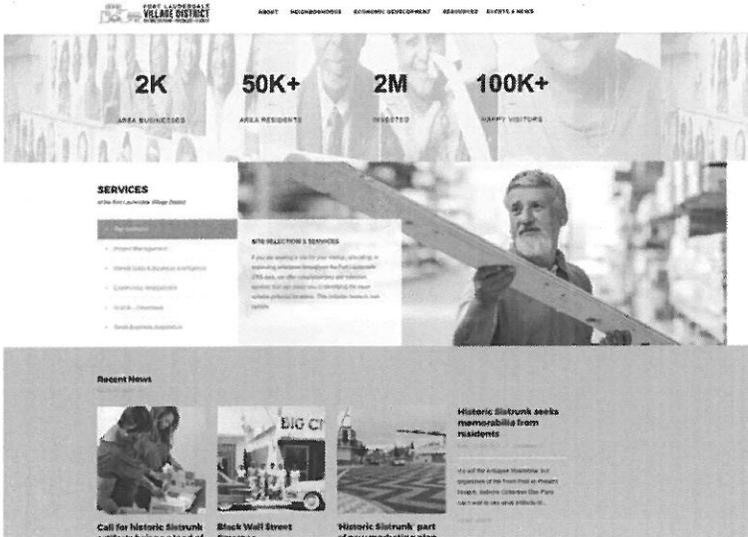
Dear Neighbor,

It is my pleasure to welcome you to the City of Fort Lauderdale Community Redevelopment Agency (CRA) website. Let me start by saying I am deeply honored and the Department of Sustainable Development as the New Deputy Director of Economic Operations, Community Redevelopment Agency, and Community Redevelopment.

With profound respect and passion for this organization, as well as for the local community, I'm incredibly motivated to begin to serve you, my neighbor, at such an important time in our community's history. It is my privilege to move the Community Redevelopment Division forward to serve our community.

If you have any comments, suggestions, or questions, please do not hesitate to reach out to me.

Sincerely,
Jessica Batts, Deputy Director
 Department of Sustainable Development



-  Florida Redevelopment Association - Roy Kenzie Award / Outstanding New Building Project (2004)
-  Fort Lauderdale City Commissioner Community Appearance Award
-  Florida Redevelopment Association - Roy Kenzie Award / Outstanding Rehabilitation Renovation or Reuse Building Project (2005)
-  Dorsey Riverbed Civic Association Outstanding Support 2013
-  Florida Redevelopment Association - Roy Kenzie Award / Management Programs Creative Partnerships (2012)
-  APARL - Award of Merit Planning Category // NE 6th Street/Sistrunk Corridor Neighborhood Enhancement and Revitalization Project (2012)

THE MOSAIC GROUP

405 N. Avenue of the Arts, Ft. Lauderdale, FL 33311

www.upscalebymosaic.com



Media Contact:

Ann Marie Sorrell

E: asorrell@upscalebymosaic.com

P: 561.531.4046

PRESS RELEASE RELEASE

FOR IMMEDIATE

FORT LAUDERDALE'S NORTHWEST COMMUNITY PREPARES TO LAUNCH A NEW BRAND & WEBSITE HISTORIC SISTRUNK COLLECTION DAY PARTY – SATURDAY, SEPTEMBER 19, 2015 4:30PM-7:30PM

Fort Lauderdale, FL | September 10, 2015: There is something new and exciting on the horizon in Fort Lauderdale's Northwest Community including a new brand and website. The City of Fort Lauderdale, Fort Lauderdale Community Redevelopment Agency, and the Historic Sistrunk Community Council will host the *From Past to Present* Historic Sistrunk Collection Day Party on Saturday, September 19, 2015 from 4:30pm-7:30pm. The event will be held at the Fort Lauderdale Negro Chamber of Commerce (1021 NW 6th St, Fort Lauderdale, FL 33311).

The Historic Sistrunk Collection Day Party will engage the community in gathering pictures, memorabilia and stories of the dynamic history and contributions of Historic Sistrunk to Broward County. Stakeholders are welcome to bring anything they would like to have showcased and included. Oral-history interviews will also be conducted. We are seeking items that highlight the history of people, businesses, churches, schools, government, social events, weather and other notable accomplishments in the Historic Sistrunk community. Items can be donated, loaned or scanned and returned. These items and information will be used for the upcoming Historic Sistrunk website (www.historicsistrunk.com), the launch of the Historic Sistrunk brand, and a possible temporary or permanent exhibition. Refreshments will be provided for participants.

For more information and media inquiries, contact the Mosaic Group at 561.290.6739. A Historic Sistrunk information line and email address has been set up for inquiries from stakeholders and the general public – (754) 800-4730, historicsistrunk@gmail.com.

###

ABOUT THE MOSAIC GROUP

The Mosaic Group is a full service events management, marketing and public relations firm, which employ experienced specialists to make any event, campaign and community involvement effort successful. Our clients are organizations that are interested in diversification, increasing their visibility in the community and developing mass marketing opportunities.

Community Engagement & Relationship Development

Mosaic has met with:

Flagler Improvement Association

Flagler Civic Association

Progresso Village Civic Association

FAT Village

Midtown Business Association

Dorsey River Homeowners Association

Sistrunk Community Council

Sweeting Estates Homeowners Association

Economic Development Analysis & Recommendations

NPF CRA Draft Implementation Strate

A Macro to Micro Discussion

*Presented 2/16/2015 – AI Battle & Staff, 2/17/2016 Follow-up Phone Call with AI Battle;
2/28/2015 Commissioner Robert McKinzie; 6/18/2015 Emailed to Jeremy Earle*

Service Efforts and Accomplishment Questionnaire - The Mosaic Group		Yes	No	Description / Explanation
1	Did the Mosaic Group hold meetings with CRA staff and other stakeholders as part of the marketing, branding and public relations development process?	x		Mosaic attended various meetings, please see attached list (attachment 1) that indicates all of the various community, advisory board and staff meetings attended by the Mosaic Group.
2	Did the Mosaic Group develop an overall marketing plan for the NPF CRA?		x	
3	Was the overall marketing plan in writing and communicated to the CRA staff and management?		x	
4	Did the Mosaic Group create a strong brand for the NPF CRA and recommend a sustainable branding campaign?	No Response		Please see attached presentation titled attachment 1 prepared by Mosaic Group.
5	Did the Mosaic Group hold meetings with CRA staff and other stakeholders as part of brand development process?	x		Yes it's reflective on their invoices.
6	Did the Mosaic Group conducted any research and communicated the research result to the CRA staff and management?	x		Yes any economic development analysis was completed for the NPF CRA. Please see attachment 1.
7	Did the Mosaic Group come up any taglines and slogan that have a positive effect on target audience?	No Response		Mosaic developed a logo that was reflective of a unified community. Please see attachment 1.
8	Did the Mosaic Group conduct any survey or questionnaire in the community?	x		In July a focus group meeting was held with various stakeholders to help identify a brand. Please see attachment 2.
9	Did the Mosaic Group provide media training for NFP volunteers or marketing community members?		x	
10	Did the Mosaic Group coordinate economic development partners and community involvement process in crafting the brand?	x		Please refer to attachment 3 and 3a.
11	Did the Mosaic Group launch any staggered community campaign and business industry outreach campaign?	x		Mosaic launched Small Business Week. Please see attachment 1.
12	Did the Mosaic Group organize any monthly or quarterly community events?		x	Although they did not organize monthly or quarterly events, Mosaic attended standing advisory and community group meetings.
13	Did the Mosaic Group launch CRA New Brand AD, Flagler Heights AD, Progresso AD, Northwest AD campaign?		x	Pending approval by the CRA Board of Directors on 11/3.
14	Did the Mosaic Group create a new logo for the CRA?	x		See attachment 1.
15	Did the Mosaic Group prepare and produce any advertisement for development projects for print and electronic media publications?		x	
16	Did the Mosaic Group prepare and produce any signage and banners?	x		Yes, for small business week. Please see attachment 1.
17	Did the Mosaic Group develop any collateral materials including newsletters, logo, brochures, promotional video or any other special publications for trade shows, conferences and public events?	x		Pending approval of brand to launch the newsletter and business toolkit.
18	Did the Mosaic Group design a trade show display and assist with other design?		x	
19	Did the Mosaic Group develop any informational brochures / facts sheets for the community?	x		Yes, this will be part of the business tool kit.
20	Did the Mosaic Group complete a Business Development Kit to help promote the City as a global destination for business?	x		Mosaic is in the process of finalizing this kit.
21	Did the Mosaic Group complete a professional photography that highlights various NPF CRA projects and overall community appeal?		x	
22	Did the Mosaic Group coordinate with City staff to manage the NPF CRA social media?	x		Coordinated with the City's Public Affairs department on various media platforms (please refer to attachment 1) and developed platforms for social media outlets.
23	Did the Mosaic Group assist the City Staff with public relations?	x		Yes, mosaic completed several press releases (please refer to attachment 1).
24	Did the Mosaic Group produce a feature article NPF CRA and distribute the story to various local media outlets?	x		Yes, mosaic completed several press releases (please refer to attachment 1).
25	Did the Mosaic Group market any annual community events, and signature annual CRA events?	x		Mosaic Group promoted and organized Small Business Week.
26	Did the Mosaic Group provide any graphic design services, such as postcards, posters, brochures and print advertisement?	x		Yes, mosaic developed the business toolkit, newsletter and website all pending approval of brand by the CRA Board of Directors on 11/3.
27	Did the Mosaic Group provide any assistance to CRA's Web Site design and management including designing the most effective web content and navigation?	x		Yes. Please refer to attachment 1.

Service Efforts and Accomplishments - Exhibit D

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