

ORIGINAL

Request for Proposal
to
City of Lauderhill
For
Public Art Consultant

RFP #2019-006
November 20, 2018

The Cultural Planning Group



Jerry Allen
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Soquel, CA 95073
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Linda T Flynn, Ph.D.
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Tab #1: Proposer's Qualifications Statement (Attachment A)

ATTACHMENT "A"
PROPOSER'S QUALIFICATIONS STATEMENT

PROPOSER shall furnish the following information. Failure to comply with this requirement will render Bid non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:
The Cultural Planning Group

2816 NW 8th Avenue

Wilton Manors, FL 33311

Contact Person's Name and Title: Linda T. Flynn, Ph.D., Partner

PROPOSER'S Telephone and Fax Number: 954-804-3044 - (No Fax available)

PROPOSER'S License Number: M14000005863.

(Please attach certificate of competency and/or state registration.)

PROPOSER'S Federal Identification Number: 56-2552152

Number of years your organization has been in business, in this type of work: 20 years

Names and titles of all officers, partners, or individuals doing business under trade name:

Jerry Allen, Partner Linda T Flynn, Partner, Martin Cohen, Partner,

David Plettner-Saunders, Partner Mark Anderson, Partner, Karen Masaki, Partner

The business is a: Sole Proprietorship ☐ Partnership ☒ Corporation ☐

Name, address, and telephone number of Surety Company and agent who will provide the required bonds on this contract:

THE HARTFORD

BUSINESS SERVICE CENTER

3600 WISEMAN BLVD

SAN ANTONIO TX 78251

Have you ever failed to complete work awarded to you? If so, when, where and why?

We have completed all work awarded to the Company and its partners.

Have you personally inspected the proposed work and do you have a complete plan for its performance?

Yes - we have personally inspected and understand the scope and have a plan for completion.

Will you subcontract any part of this work? If so, give details including a list of each subcontractor(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each subcontractor(s).

The Mosiac Group, West Palm Beach, FL

The foregoing list of subcontractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

None

List and describe all successful Bond claims made to your surety(ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

None

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (5) years. The list shall include all case names; case, arbitration, or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

None

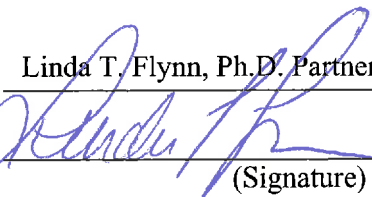
List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

None

Has the Proposer, its principals, officers or predecessor organization(s) been convicted of a Public Entity Crime, debarred or suspended from bidding by any government during the last five (5) years? If so, provide details.

No

The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.

By  Linda T. Flynn, Ph.D. Partner, CPG
(Signature)

State of Florida

Department of State

I certify from the records of this office that THE CULTURAL PLANNING GROUP, LLC is a California limited liability company authorized to transact business in the State of Florida, qualified on August 11, 2014.

The document number of this limited liability company is M14000005863.

I further certify that said limited liability company has paid all fees due this office through December 31, 2018, that its most recent annual report was filed on January 10, 2018, and that its status is active.

I further certify that said limited liability company 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 Twenty-fifth day of October,
2018*



Ken Detjen
Secretary of State

Tracking Number: CU9578942466

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

Tab #2: Statement of Qualifications

Kentrea White
Purchasing Agent II
Purchasing Division
City of Lauderhill
5581 W. Oakland Park Blvd. Suite 230
Lauderhill, FL. 33313

Dear Kentrea:

The Cultural Planning Group (CPG) is pleased to present this proposal to provide public art consulting services for the City of Lauderhill. We believe the CPG team has the requisite knowledge, skills and experience update and create a dynamic and innovative public art plan and to subsequently work with the City to implement and manage the plan. CPG has completed more than 75 cultural plans and public art master plans over the past 20 years. We are basing the scope and budget for this project on the information available at this time and outlined in the RFP section on the Scope of Work.

The Cultural Planning Group (CPG), established in 1998, is an LLC partnership focused on arts and cultural planning for communities, creative placemaking, and arts-focused organizational planning and research. Working with municipal, regional, and state governments, the non-profit sector, and private planning firms, CPG has created public art and culture-related plans for communities and municipalities across the spectrum, including Broward County, FL, East Point, GA; Key West, FL; Raleigh, NC and Greensboro, NC. We are currently working on a project for the Village of Wellington, FL.

For this project I will serve as the project manager, and Linda Flynn, Ph.D. will serve as the local partner, manager, and on-site administrator with the City of Lauderhill. We are also proposing a subcontractor partner for community engagement and outreach, The Mosaic Group. The Mosaic Group is an award winning, South Florida, minority and women-owned business enterprise (W/MBE) firm incorporated in 2005 with extensive experience in communicating and engaging stakeholders throughout South Florida.

We are excited about the prospect of working collaboratively with the City of Lauderhill and the project staff to develop this plan and implementation strategy. This effort will provide a roadmap for innovative approaches to public art for the City and positioning public artists to engage residents. Please feel free to contact me with questions or requests for additional information.

Regards,



Jerry Allen, Partner

Regards.



Linda T. Flynn, Partner, Ph.D.

The Cultural Planning Group



The Cultural Planning Group is a consulting firm serving the field of arts and culture. Based in San Diego, our six partners are in California, Pennsylvania, Florida and Hawai'i. Every project we undertake has the active participation of at least two partners. This hands-on participation by the partners ensures project management and quality control that lends success to virtually every project we undertake. As a firm, we are selective about the projects we undertake and always endeavor to schedule our projects so

that each project receives the time and attention it deserves.

Our Planning Services

Arts, Cultural and Creative Economy Planning
Public Art Master Planning
Strategic Planning
Cultural District Planning
Creative Placemaking
Support for Urban Planning

CPG partners have prepared more than 70 arts master plans for communities throughout the nation. We developed cultural plans for diverse communities, ranging from rural towns, such as Los Alamos and Santa Cruz, to major metropolitan regions, such as Houston, Boston and Washington, DC. Our practice is grounded in the real-world experience of deep community engagement—a hallmark of our work—and a thorough knowledge of the local arts agency. While there are commonalities among arts plans, each community poses its own vision, politics, aspirations, history and potential.

Our Philosophy

We believe that arts and culture are among a community's most powerful assets. They distinguish each community and allow residents to better understand and celebrate the uniqueness of their lives. A vibrant, visible arts environment is a competitive tool for cities and strengthens many elements of civic life. As practitioners of the craft, CPG fundamentally views successful arts planning fully understanding a community's vision and values. We practice the nation's most advanced and inclusive arts planning process, emphasizing diverse community input, rigorous data collection, thoughtful team analysis of project issues, and substantial interaction with project leaders throughout the process.

The Mosaic Group



The Mosaic Group is an award winning, South Florida, minority and women-owned business enterprise (W/MBE) firm that was incorporated in 2005 and has served over 300 clients locally, regionally, and globally. We have extensive experience in communicating and engaging stakeholders throughout South Florida with public awareness campaigns ranging from ballot issues to infrastructure projects. The Mosaic Group's team is comprised of experienced, results-driven, creative, innovative, and well-connected individuals. Everything we do is driven by our tag line, Your Visibility Team. We know how to bring messages to a resident's doorstep or stakeholder's attention. Our expertise with multicultural markets gives our clients access to important minority consumers with the right media and the right message. What separates us from our competition is simple: we provide the total solution, a one-stop-shopping experience. We advise, direct, consult, plan, manage, organize, create, and coordinate... we make it all happen, the way you want it to happen, efficiently, effectively and successfully. Our business is to make your job easier. This personal attention ensures that everything runs smoothly and seamlessly, with our capabilities limited only by your imagination and budget.

The Mosaic Group was awarded the 2018 Chamber of the Palm Beaches Diverse Organization of the Year, 2018 Black Owned Media Alliance (BOMA) Advertising Agency of the Year, and named the 2016 Disadvantage Business Enterprise (DBE) of the Year by the Palm Beach Business Matchmaker Conference, 2016 Best Place to Work (Small Company Category) by the South Florida Business Journal, and 2016 Athena Awards Business of the Year Finalist by the Chamber of Commerce of the Palm Beaches.

Our team boasts over 60 years of combined professional experience and business acumen, familiarity with nonprofit clients, policy makers, government officials, private industry, and other interest groups and hands-on experience in marketing and communicating project activities for various public-sector clients. We have relationships with over 300 direct media contacts in the region. Our multi-cultural team of English, Spanish, and Creole speaking communications has the knowledge and background to serve the diverse makeup of South Florida's residents and stakeholders.

The Mosaic Group takes pride in creating effective communication solutions to engage communities. We become an extension of the Agency's public information team by implementing strategic measures at various phases of the overall project. Our team has significant experience with coordinating and achieving community consensus with residents and stakeholders on various project types. Our team will implement an effective public engagement plan to ensure stakeholders are informed and updated at all phases of the project. Our aim is to create public awareness and a

communications/outreach plan that will inform, educate and seek suggestions on ways to efficiently implement project needs.

The Mosaic Group currently provides marketing, public relations, and community outreach services to clients throughout South Florida including Broward College, the City of Fort Lauderdale Community Redevelopment Agency, Housing Authority of the City of Fort Lauderdale, Broward County Public Schools, City of Miami Southeast Overtown/Park West Community Redevelopment Agency, Neighborhood Housing Services of South Florida, 79th Street Corridor Initiative, Miami-Dade Public Schools, Coastal Construction/Related Companies (Palm Beach County Convention Center Hilton Hotel), City of Deerfield Beach, City of Miramar, Minority Builders Coalition, City of West Palm Beach Community Redevelopment Agency, City of Pahokee, Palm Beach Opera, Palm Beach Outlets, and Brightline to name a few.

Tab #3: Management Team

Proposed Consulting Team Roles and Responsibilities

Consultants	Project Role	Notes
Jerry Allen, Partner, Project Partner, CPG	Jerry Allen will be responsible for review and development of development of overall public art plan; art acquisition budgets; recommendations for maintenance and management; and conservation recommendations.	CPG has extensive national experience in public art planning. Jerry Allen brings deep experience in public art, cultural planning and management of local arts agencies.
Linda Flynn, Project Partner, Local Manager and Administrator	Linda Flynn manages all research and public outreach; will act as the local project manager for program, meetings and onsite work; and work with Mosaic Group on outreach planning.	Linda Flynn has extensive project management experience and community engagement experience; Linda has developed new approaches to community engagement in arts projects.
The Mosaic Group Ann Marie Sorrell Surale Phillips Civic Engagement Partner	The Mosaic Group, a local minority certified business in Florida, will assist with management and facilitation of the civic engagement. They will also act as a local engagement partner on all public art projects, as needed.	The Sizemore Group is a well-respected architectural firm focusing on sustainable practices and partners often on arts and cultural related projects.



Jerry Allen, Partner, The Cultural Planning Group



Experience:

35 Years

Education:

Bachelor of Public Administration, University of Washington

Master of Fine Arts, University of Washington

Memberships:

Americans for the Arts, Member and previous Board Member for 20 years

American Planning Association, Member

Publications/Speeches:

National Presenter of various Public Art educational presentations:

Why Public Art?

A National Survey of Public Art

Funding your Public Art Program

Jerry Allen brings 35 years of experience in the local arts agency, public art and cultural planning fields. Jerry started his career as a studio artist and completed his graduate studies at the University of Washington, concentrating on studio art and public administration. After completing his Master of Fine Arts in Sculpture, he established a studio and foundry in Seattle, during which period he completed several public art projects in the Seattle area. He was the Visual Arts Coordinator for the King County Arts Commission (Seattle). King County had one of the earliest percent for art programs in the nation and the first county public art program ever established. In that capacity, he conceived and administered King County's acclaimed EARTHWORKS: Land Reclamation as Sculpture symposium, widely regarded as one of the seminal projects in the history of contemporary public art. After serving three years as Executive Director of the King County Arts Commission, Jerry became the Director of Cultural Affairs for the City of Dallas, Texas. While there, he assisted with the formation of the Dallas Arts District and the Arts District Foundation. In that position, he developed the City's first cultural plan and cultural policy and directed the first public art master plan ever completed by any city. While in Dallas, Jerry completed the nation's first public art master plan. Jerry went on to develop the Yerba Buena Arts Center in San Francisco, California, and recently retired as the Director of the Office of Cultural Affairs in San Jose, CA, where he was responsible for a general fund budget of \$7 million and a public art budget of \$18 million. Jerry served for 17 years on the board of Americans for the Arts, where he founded AFTA's Public Art Network. As a partner with CPG, Jerry continues providing his expertise to the development of community cultural plans and public art master plans for more than 50 city, county and state agencies.

- Broward County, FL
- Key West, FL
- San Jose, CA
- Seattle, WA
- Greensboro, NC
- Raleigh, NC
- East Point, GA
- Sunnyvale, CA
- Scottsdale, AZ
- Boston, MA

References:

Mr. Earl Bosworth, (Previous Executive Director of Broward Cultural Division), Assistant City Manager, Pompano Beach, FL
Earl.Bosworth@copbfl.com

Deborah Martin Mintz
Executive Director
Arts Council of Fayetteville/Cumberland County, NC
deborahm@theartscouncil.com



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Wilton Manors, FL 33311
954.804.3044
linda@culturalplanning.com
@culturalplans

Linda T. Flynn, Ph.D, Partner/Director of Research



Experience:
20 Years

Education:
PhD., Social Sciences/
Conflict Resolution, Nova
Southeastern University,
Fort Lauderdale, FL

Bachelor of Science,
Psychology, Florida
Atlantic University, Boca
Raton, FL

Memberships:
Leadership Broward,
Member and previous
Board Member

Americans for the Arts,
Member

American Planning
Association, Member

Publications/Plans:

Understanding and
Utilizing Conflict
Management Systems
and Strategies in the
Workplace

Creative Edge:
Sacramento Cultural Plan

Creative Broward 2020

Linda Flynn began consulting with CPG in 2010 and became a partner with the firm in the summer of 2015. Linda expertly manages research, engagement, and planning for all arts, cultural, and public art plans. For all planning projects, Linda believes in community voice and evidence-based decision-making. She designs the research process based on triangulation practices and customizes methods to the client community or organization, carefully crafting an approach to deliver informed, action-oriented plans and measurable outcomes. Prior to her work with CPG, Linda led her own planning and research firm for 15 years, working across many industries and all levels in organizations including transportation firms, urban planning firms, nonprofit organizations, and private sector corporations. Linda holds a doctorate in organizational studies, and various certificates in qualitative and quantitative research. She is a published author of her research with organizations, and Linda volunteers her time at several local nonprofit organizations focused on the improvement of youth educational experiences in the State of Florida. Municipalities and clients Linda has worked with include:

- Florida's Turnpike Enterprise
- Florida International University
- Broward County, FL
- Fort Lauderdale, FL.
- Orlando, FL
- Greensboro, NC
- East Point, GA
- The Smithsonian Institution
- Washington DC
- Raleigh, NC
- Boston, MA
- Houston, TX
- Salt Lake City, UT
- San Bernardino County, CA
- Roswell, GA
- San Antonio, TX
- Santa Clarita, CA
- Boulder, CO

References:

Mr. Earl Bosworth, (Previous Executive Director of Broward Cultural Division), Assistant City Manager, Pompano Beach, FL
Earl.Bosworth@copbfl.com

Geneasa L. Elias, AICP
Office of the City Manager
1526 East Forrest Avenue - Suite 400 East Point,
Georgia 30344
Gelias@eastpointcity.org



Ann Marie Sorrell, MBA

President and CEO of The Mosaic Group

Ann Marie Sorrell is an award-winning business leader and the President & CEO of The Mosaic Group. Ms. Sorrell has more than 14 years of experience in branding, marketing, and public relations and oversees the day-to-day operations. She serves as Project Manager for most of the firm's projects and has managed more than 300 campaigns and clients ranging from budgets of \$10,000 to \$250 million. Clients include AECOM, Cohen Brothers Realty Corporation, Broward College, City of Fort Lauderdale Community Redevelopment Agency, the Housing Authority of the City of Fort Lauderdale, City of West Palm Beach, West Palm Beach Housing Authority, Children's Services Council of Palm Beach County, and the Riviera Beach Community Redevelopment Agency, to name a few. Ms. Sorrell holds a Master of Business Administration degree from Nova Southeastern University and a Bachelor of Science degree in Health Care Management from Florida A&M University. She currently serves as a board member for the Chamber of the Palm Beaches, Planned Parenthood of South, East and North Florida and is the Board President of Girls 2 Women. Ms. Sorrell is a member of Leadership Palm Beach County, Leadership Florida, Economic Forum, the Forum Club of the Palm Beaches, and Delta Sigma Theta Sorority, Inc. Ms. Sorrell and her team has worked on numerous high-profile projects and initiatives throughout South Florida. She specializes in developing and implementing strategic marketing plans, developing and managing budgets, coordinating design-build construction projects, overseeing and managing contract staff and task, building community alliances, and consulting organizations on maximizing the return on their marketing investment.

Surale Phillips

Senior Researcher for The Mosaic Group



Surale Phillips has 23 years of experience in arts and cultural research and planning. She has led research and evaluation for public art plans, community cultural plans, agency strategic plans, and marketing plans. She has been part of the Mosaic Group for five years. Most recently she led community engagement and survey research for the Public Art Master Plan for the City of West Palm Beach (2015). In 2016, 2017, and currently, she evaluates creative placemaking strategies and public art programs for the West Palm Beach Art in Public Places Committee often in collaboration with the CRA, Economic Development, and Office of Public Life.

Surale worked as a subcontract with The Cultural Planning Group on the Salt Lake Cultural Core Action Plan, the Raleigh Arts Plan, and the cultural plan for the Regional Arts Commission of St. Louis. Her other recent/current projects most relevant to this assignment include:

- Cultural Tourism Economic Impact Studies for the Tourist Development Council & Cultural Council of Palm Beach County (FY15/17/FY19 current) as well as an assessment of county-wide cultural education programs
- Broward UP community engagement research with The Mosaic Group for Broward College (Begun October 2018)
- Arts District development research for Main Street Revitalization in Auburn, Cortland, Oneida, Oswego, and Syracuse, New York (current)
- Engage CNY (Syracuse, NY) 2015: a five-county regional plan for cultural development in Central New York
- City of Alexandria Community Engagement Process for the Torpedo Factory Art Center) (2016/17)

Since 2002, she has served more than 100 clients and projects. Surale has expertise in both qualitative and quantitative research methods, greatly enjoys her work, and believes in presentation of clear and practical reporting. The majority of her clients are nonprofit entities, including: arts and cultural organizations producing and presenting programs, arts service organizations and united arts funds, foundations supporting arts and culture, or municipalities. Surale works independently as well as with strategic partners and consulting groups. Within the past five years, Surale has been an adjudicator for the State of Tennessee Major Institutional Grants, and State of Montana Cultural & Aesthetic Grants Committee. Her 20+ presenting and training engagements have included Americans for the Arts, Florida Division of Cultural Affairs, Main Street Now, South Arts Performing Arts Exchange, and South Carolina Arts Commission.

Project Approach

Our approach to this effort is rooted in our belief that residents are the ultimate beneficiaries of a successful public art plan and thus, play a significant role in shaping the plan. For the Public Art Plan Update and selection of art, the paramount role of the CPG team is to listen carefully to the community and reflect back their expressed values and aspirations for public art in Lauderhill.

For this project, CPG will work with Mosaic Group and utilize a variety of engagement strategies, including a general community survey and community conversations around the City. Our public relations and communications strategy will include, but not be limited to:

- Develop an engaging community engagement campaign (i.e. Experience Art Everywhere)
- Develop a project landing page to provide project updates and advertise the workshops, charettes, and public meetings. Stakeholders will be able to subscribe to receive updates and future communications.
- Develop Email Marketing campaigns using the stakeholder database to send email updates and notifications for the workshops, charettes, and public hearings.
- Create and Design Project-Related Informational Materials (tri-lingual)
- Develop Related Media Communications (i.e. Press releases, public notices, PSAs) (tri-lingual).
- Create Fact Sheet (tri-lingual).
- Notify stakeholders through the City of Lauderhill and Broward County Communication tools (website, public access channel, email database, etc.).
- Notify stakeholders through media outlets including but not limited to print, radio and TV (Create and distribute press releases and PSAs; purchase ads (public notices and ads that mirror the informational material, and radio spots). Media outreach will include reaching not only mainstream media, but also multicultural media.
- Meet with and facilitate presentations to HOAs and Business Associations
- Keep local churches and faith-based organizations involved by including project updates and public meeting notices in bulletins and newsletters.
- Partner with community organizations and share informational materials for dissemination to their audiences

- Social Media – Utilize Facebook, Twitter and other available forms of social media to update stakeholders on the status and progress of projects. Mosaic will run sponsored ad campaigns to reach out to targeted stakeholders to inform them about the workshops and public hearing.
- Create and maintain a project hotline for stakeholders to contact to obtain additional information or receive project-related issues and concerns has proven to be valuable and beneficial.
- Provide Emergency and Crisis Communication, as necessary

Organizational Management Approach

Client Service

CPG and its team members share a vision of client service emphasizing mutual respect, delivery of high-quality professional services, and a commitment to successful project outcomes. While we understand there is a need to adhere to and fulfill a contract, the team goes above and beyond to exceed expectations. This is accomplished by:

- *Establishing detailed project work plans and communications plans at the onset of the project. We have found clear expectations and effective client communications are top indicators of great client service.*
- *Practicing respect for community members and project stakeholders in the community engagement process. By understanding different people engage in different ways and providing opportunities for engagement based on those preferences, we respect every resident – even those who do not want to be part of the process.*
- *By listening well, reflecting back participants' observations and suggestions, and leaving our biases at the door.*
- *Most the work being performed by principals in our firms and reputable and accomplished sub-contractors. If project administration is performed by an assistant to the project, we practice consistent and frequent oversight.*
- *Ensuring an open, transparent planning process with the client and with the community.*

Public Art Program Management Approach

Based on the information available in the RFP, the CPG team anticipates the management of public art projects will require the following steps, per project:

Project Identification

1. Meet with Budget Office to determine available public art funds for the project
2. Meet with the Public Works department to receive information about the capital improvement project
3. Present proposed project to the Public Art Commission, recommending siting, budget, theme and other parameters.
4. Identify and confirm members of the Artist Selection Panel
5. Art Selection Panel meeting #1 in a community setting in the vicinity of the proposed project to receive community input

Artist Selection

1. Develop and distribute the Request for Qualifications
 - a. Description of the capital improvement projects
 - b. Media, theme, budget, etc.
 - c. Project timeline/schedule
 - d. Artist qualifications
 - e. Require information – images of past work, etc.
2. Receive/screen artist submittals of qualifications
3. Art Selection Panel meeting #2
 - a. Review and discuss artist submissions
 - b. Select artist finalists for interview
 - c. Notification of artists regarding Panel decisions
4. Artist Selection Panel #3 to interview artist finalists and choose project artist
 - a. Present selected artist to Arts Commission for review and approval
 - b. Present artist project to City Council for approval
5. Negotiate contract with selected artist

Public Art Design Phase

1. Issue notice to proceed for artwork design
2. Artist meeting with City staff, project architect, etc.
3. Artist community meeting, if appropriate
4. Artist develops preliminary design
5. Art Selection Panel meeting #4 to review/approve design
6. Artist design presented to Arts Commission for approval

Artwork Fabrication Phase

1. Issue notice to proceed for artwork fabrication
2. Schedule project milestones and progress payments
3. Make artist studio visits, as appropriate

Artwork Installation

1. Work with artist to prepare artwork installation plans
2. Coordinate with City project manager for site preparation and installation schedule
3. Prepare plaque or other identifying information
4. Coordinate installation of artwork
5. Receive from artist as-built drawing, information on artwork materials and fabrication methods, and maintenance instructions
6. Accession the artwork into the City Art Collection
7. Coordinate ribbon-cutting or community celebration

Understanding of Project Concerns and Potential Issues

Community planning projects pose various challenges, as described below. CPG' experience with large projects in numerous municipalities across the country has honed our conflict management and resolution skills and communication skills to mitigate issues:

- Any community planning process raises expectations among stakeholders and residents. We work to manage these expectations and work with the client to deliver on the promises of the planning effort.
- Implementation of civic plans must garner the political support needed for adoption and implementation. Engaging elected officials and executive staff and ensuring that there is community support behind the initiative is critical to the planning effort.
- Controversy is inevitable in any public art program. Some residents may not like specific public artworks or may object to the very ideal of devoting resources to art. These points of view deserve respect and voice in the planning process.
- Securing outside funding for public art is a challenge, particularly private sector support. By engaging potential funders and cultivating relationships opens up new avenues for funding opportunities.
- An ongoing concern in any civic planning process is resistance to change, either from those who have benefited the program in the past or those who oppose any expansion of the public art program. There is often the fear that public art and cultural development will lead to gentrification and displacement of residents from their

traditional neighborhoods. Again, these voices must be heard during the planning process.

- Public art cannot exist in isolation. Successful public art must be developed in a larger context that encompasses the social, political, economic, and physical conditions in which it is created and installed. Public art has a significant role in addressing these conditions and can support initiatives for urban problem-solving, creative place-making, neighborhood revitalization, and complete streets.

Comparable Projects for Project Managers

Jerry Allen, CPG and Linda Flynn, Ph.D., CPG

Project: Sunnyvale Public Art Plan

Contact: Trenton Hill

Community Services Manager
Department of Library and Community Services
City of Sunnyvale, CA
408-730-7378
THill@sunnyvale.ca.gov

Licensing/ certifications: NA

Prime Contractor: The Cultural Planning Group is primary contractor

Description: Development of a City Public Art Plan with Implementation Plan and updated Ordinance. Plan is complete and awaiting staff recommendations. Challenges included staff changes and delays. Resolution is a revised timeline.

Contract Dates: September 2017 – January 2019

Project: East Point Public Art Plan

Contact: Geneasa L. Elias, AICP, Special Projects Coordinator

1526 East Forrest Avenue - Suite 400
East Point, Georgia 30344
(404) 270-7026
gelias@eastpointcity.org

Licensing/ certifications: NA

Prime Contractor: The Cultural Planning Group is primary contractor

Description: Development of a City Public Art Plan with Implementation Plan and creation of an Ordinance. Plan will be completed January 2019. No challenges to date.

Contract Dates: August 2018 – January 2019

Project: Broward County Public Art Plan

Contact: Mr. Earl Bosworth, (Previous Executive Director of Broward Cultural Division), Assistant City Manager, Pompano Beach, FL

Earl.Bosworth@copbfl.com

Licensing/ certifications: NA

Prime Contractor: The Cultural Planning Group was primary contractor

Description: Development of a 10-year County Cultural Plan with a Public Art Plan. No significant challenges.

Contract Dates: August 2008 – January 2010

Ann Marie Sorell (with Surale Phillips), the Mosaic Group

Project: City of West Palm Beach Community Redevelopment Agency: Historic Northwest Rising

Contact: City of West Palm Beach Community Redevelopment Agency; Jon Ward, CRA Director | 561-822-1450 | jward@wpb.org

Licensing/ certifications: NA

Prime Contractor: Mosaic Group is prime contractor for engagement services.

Description: Responsible for coordinating and managing 2-3 annual business recruitment events for businesses interested in expanding or relocating to the Historic Northwest Community. The scope included community outreach/public involvement and event coordination/management for various community events. Participated in the community outreach program to develop the Historic Northwest Community. Currently developing the Historic Northwest Business Directory highlighting the various businesses within the Historic Northwest and how they contribute to the community.

Contract Dates: May 2014 - Present

Project: Housing Authority of the City of Fort Lauderdale

Contact: Scott Strawbridge | P: 954-275-4818 | sstrawbridge@hacfl.com

Prime Contractor: Mosaic Group is prime contractor for marketing and engagement services.

Description: Re-Branding of Agency, public relations – _pitching agency news and human- interest stories to various media outlets, community outreach and engagement, applications for various Housing Industry awards, social media management, event planning and management, videography and photography, and website development

Contract Dates: October 2016 - Present

Project: City of Miami Southeast Overtown/Park West Community Redevelopment Agency

Contact: Jonelle Adderley, Marketing Director | P: (305)679-6800 | jadderley@miamigov.com

Licensing/ certifications: NA

Prime Contractor: Mosaic Group is prime contractor for marketing and engagement services.

Description: Branding, marketing, community outreach, public relations with a target audience of residents of the City and Miami-Dade County, businesses, developers, community stakeholders, tourists, surrounding counties, and media

Contract Dates: January 2016 – February 2017

Tab #4: Specific Related Experience

The Cultural Planning Group

Arts Council of Fayetteville and Cumberland Counties

Fayetteville, NC (2016-2017)

Master Plan for an Arts and Entertainment District

Master Public Art Plan

<http://www.visitdowntownfayetteville.com/wp-content/uploads/2015/05/Fayetteville-AED-Report-8-24-16.pdf>

Project Lead: Jerry Allen, CPG

Primary Contractor: The Cultural Planning Group

Budget: \$80,000

Description: Fayetteville is a historic city and home to the world's largest military installation. The City sought to enhance its historic downtown through development of a cultural district and integrated public art master plan. The public art plan goes beyond the traditional "one percent for art" to set aside 2% for art for City capital improvement projects and a new 1% for art requirement for private commercial and industrial development. Developers have the option of making an in-lieu contribution to the City's Public Art Fund. The Arts Council of Fayetteville/Cumberland County has already begun implementing the program, pending City Council approval, with a series of temporary public art projects in the downtown area.

The accompanying Arts and Entertainment District is also underway, including a newly formed nonprofit and recruitment of its first CEO. The A&E District is the expression of broadly-based civic leadership in the arts, design, business, economic development, tourism, recreation and community development fields. This placemaking initiative leverages the cultural assets in and near the district, while addressing challenges in image, connectivity and vitality. The plan complements several downtown and area development projects, including the construction of a minor-league baseball stadium.



City of Fort Lauderdale, FL

Public Art Master Plan (2015)

Project Lead: Jerry Allen, CPG And Linda Flynn, CPG

Primary Contractor: AECOM

Budget: \$50,000



Description: As a sub-consultant to AECOM, The Cultural Planning Group developed a citywide Public Art Master Plan. The Plan was part of a comprehensive Parks Master Plan project so its development was fully integrated into and informed by the communitywide visioning and priorities identified for the parks plan. Community engagement activities included key person interviews, community meetings and workshops, and discussion groups. The resulting plan included a

recommended ordinance, program guidelines and policies, and recommended program management and operational systems. The plan was developed over an eight-month period at a cost of \$50,000. It was completed on time and within budget.

Broward County, Florida

CreativeBROWARD 2020 (2010) (including a Public Art Master Plan)

<http://www.broward.org/Arts/Resources/Publications/CulturalPlan2020/Pages/Default.aspx>

Project Lead: David Plettner-Saunders and Jerry Allen, CPG. Linda Flynn was Research Director

Prime Contractor: The Cultural Planning Group

Budget: \$200,000

Description: Broward County's (Ft. Lauderdale) 10-year cultural master plan envisions a transformation of one of the nation's largest and most successful local arts agencies. The plan includes specific elements for the creative economy, cultural tourism, and public art and design. The extensive countywide planning process involved more than 1,000 people, online participation, two community surveys, community engagement, and four advisory bodies. As a result of this plan, the Steering Committee has created an Arts & Business Council to raise funds and provide leadership in implementation of the plan.



The public art master plan component was based on the prior public art master plan, which Jerry Allen had developed. The new public art master plan benefited from the support generated by the communitywide visioning, which documented and demonstrated the community's ideas and priorities for public art. The resulting plan established an expanded Countywide 2% for art requirement on County capital projects and on certain private sector developments. The plan was developed over a 14-month period at a cost of \$200,000. It was completed on time and within budget. The plan has been fully implemented.

Scottsdale Public Art Program

Public Art Master Plan (2012)

<http://www.scottsdalepublicart.org>

Project Lead: Jerry Allen, CPG

Prime Contractor: The Cultural Planning Group

Budget: \$85,000

Description: This plan asked the question, "What's next?" for one of the nation's most acclaimed public art programs. It included a review of all aspects of Scottsdale's award-winning, 30-year-old program. Because of the high-level challenges in this plan, we organized a two-day symposium, "The Future of Public Art," attended by a dozen national and regional experts to identify trends and new ideas for Scottsdale. The plan included new recommendations for strategies, funding sources and organizational structure. The revamped program includes permanent and temporary art projects and



events. The plan was developed over a 12-month period at a cost of \$85,000. It was completed on time and within budget.



Port of San Diego Public Art Program Review (2006)

Project Lead: Jerry Allen, CPG

Prime Contractor: The Cultural Planning Group

Budget: \$50,000

This project was an in-depth review of the public art program of the Port of San Diego, including evaluating their collection and their programs; governing policies and guidelines; and staffing and administrative functions. The plan resulted in a significant restructuring of the public art program and created a new vision for public art at the Port. The plan was developed over an eight-month period at a cost of \$50,000. It was completed on time and within budget.

Tab #6: Current Workload

The Cultural Planning Group Current Workload

Project: Public Art Master Plan, Sunnyvale, CA

Contract Period: January 2018 – January 2019

Total fees: \$65,000 – remaining fees to be paid - \$10,000. Project 95% completed.

Project Staff: Jerry Allen, Linda Flynn

Description: Public Art Master Plan and Engagement

Project: Public Art Master Plan, East Point, GA

Contract Period: July 2018 – February 2019

Total fees: \$55,000 – remaining fees to be paid - \$20,000. Project 85% completed.

Project Staff: Jerry Allen, Linda Flynn

Description: Public Art Master Plan and Engagement

Project: Cultural Arts Master Plan, Greensboro, NC

Contract Period: January 2018 – January 2019

Total fees: \$125,000 – remaining fees to be paid - \$35,000. Project 90% completed.

Project Staff: Martin Cohen, Jerry Allen, Linda Flynn

Description: Cultural Arts Master Plan and Engagement

Project: Cultural Arts Master Plan, Marin County, CA

Contract Period: July 2018 – April 2019

Total fees: \$150,000 – remaining fees to be paid - \$50,000. Project 75% completed.

Project Staff: David Plettner-Saunders, Jerry Allen, Linda Flynn

The Mosaic Group

Project: City of West Palm Beach Community Redevelopment Agency Historic Northwest Rising

Contract Period: Ongoing

Total fees: \$37,500

Project Staff: Ann Marie Sorrell, Surale Phillips

Description: Community Engagement and marketing

Project: West Palm Beach Housing Authority Grand Opening Events, Website Development, Public Relations

Contract Period: Ongoing

Total fees: Ongoing

Project Staff: Ann Marie Sorrell, Surale Phillips

Description: Community Engagement and marketing

Tab #7: Cost Schedule

Tab #7: Cost Schedule

ATTACHMENT "C"
COST SCHEDULE

Cost of Service per Hour	<u>\$ 100.00</u>
Monthly Retainer(Alternate)	<u>\$ \$3,200 based on 4 days (negotiable)</u>

It is anticipated the update of the current Public Art Program will be approximately \$20,000 - \$25,000. This is based on the information we have at this time and is negotiable. Program management and public art installations, and all associated meetings will be billed at the hourly rate in negotiation with the client.

Company Name	<u>The Cultural Planning Group</u>
Address	<u>2816 NW 8th Avenue,</u>
City State and Zip	<u>Wilton Manors, FL 33311</u>
Telephone	<u>954-804-3044</u>
Email	<u>linda@culturalplanning.com</u>

Tab #8: Attachments

ATTACHMENT "B"
NON-COLLUSIVE AFFIDAVIT

STATE OF Florida

COUNTY OF Broward

Linda T. Rynn being first duly sworn deposes and says that:

BIDDER The Cultural Planning Group is Partner the
(Owner, Partner, Officer, Representative, or Agent)

BIDDER is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid;

Such Bid is genuine and is not a collusive or sham Bid;

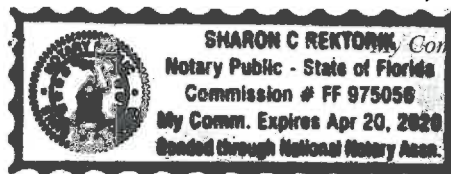
Neither the said Bidder nor any of its officers, partners, owners, agents, representative, employees or parties in interest, including this affidavit, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached Bid has been submitted; or to refrain from bidding in connection with such Contract; or have in any manner, directly or indirectly, sought by agreement or collusion, or communications, or conference with any Bidder, firm, or person to fix the price or prices in the attached Bid or any other Bidder, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other Bidder, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

The price of items quoted in the attached Bid are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

By Linda T. Rynn

Subscribed and sworn to before me this 18 day of November, 2018
Sharon C. Rektorn

Notary Public (Signature)



(If a corporation, affix seal)

Company

By

Printed Name, Title

Attested by Secretary

Incorporated under the laws of the State of

CERTIFICATE

(For Partnership)

I HEREBY CERTIFY that a meeting of the partners of The Cultural Planning Group, a Partnership under the laws of the State of CA held on Nov. 13th, 2018, the following resolution was duly passed and adopted:

"RESOLVED, that Linda Flynn as partner of the Partnership is hereby authorized to execute the Bid Form dated November 18, 2018, between the City of Lauderdale, Florida, and this Partnership, and that the execution thereof, attested by the partner of the Partnership be the official act and deed of this Partnership."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this 18th day of November, 2018

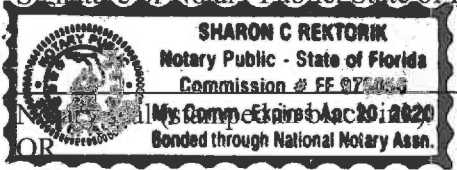
(Signature)

(Title)

STATE OF FLORIDA

COUNTY OF ST. JOHNS

Sworn to and subscribed before me on this 18 day of November,
2018 by Linda FLYNN who ☐ is personally known to me or who ☐ has presented the
following type of identification: N/A Known Personally.

Sharon C. Rektork
Signature of Notary Public, State of Florida


Printed, typed or stamped name of Notary and Commission Number

ATTACHMENT "D"

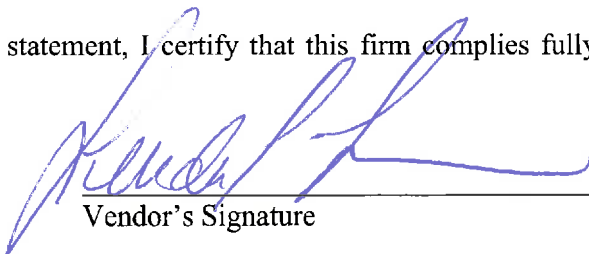
CONFIRMATION OF DRUG-FREE WORKPLACE

In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibitions.
2. Inform employees about the dangers of drug abuse in the workplace, 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 commodities or Contractual services that are under Bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or Contractual services that are under bid, 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 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 the 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.

A signed copy of your Drug-Free Workplace Policy must be attached to this signed copy and submitted with the Bid Documents.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



Vendor's Signature

ATTACHMENT "E"
SIGNATURE PAGE

The undersigned attests to his (her, their) authority to submit this Submittal and to bind the firm(s) herein named to perform as per agreement. Further, by signature, the undersigned attests to the following:

1. The Proposer is financially solvent and sufficiently experienced and competent to perform all of the work required of the Proposer in the Contract;
2. The facts stated in the Proposer's response pursuant to Request for Submittals, instructions to Proposer and Specifications are true and correct in all respects;
3. The Proposer has read and complied with, and submits their proposal agreeing to all of the requirements, terms and conditions as set forth in the Request for Proposals.
4. The Proposer warrants all materials supplied by it are delivered to the City of Lauderhill, Florida, free from any security interest, and other lien, and that the Proposer is a lawful owner having the right to supply the same and will defend the conveyance to the City of Lauderhill, Florida, against all persons claiming the whole or any part thereof.
5. **Proposer understands that if a team is short listed and selected to make oral presentations to the selection committee and/or City, only the team members evaluated in the written submissions may present at the oral presentations. Any changes to the team at the oral presentations will result in that team's disqualification.**
6. The undersigned certifies that if the firm is selected by the City the firm will negotiate in good faith to establish an agreement.
7. Proposer understands that all information listed above may be checked by the City of Lauderhill and Proposer authorizes all entities or persons listed above to answer any and all questions. Proposer hereby indemnifies the City of Lauderhill and the persons and entities listed above and holds them harmless from any claim arising from such authorization or the exercise thereof, including the dissemination of information pursuant thereto.

Submitted on this 18 day of November, 2018

(If an individual, partnership, or non-incorporated organization)

[Signature]
Witness
Keith Douglas
Printed
Pres. KD Inc.
Title

The Cultural Planning Group
Company
[Signature]
By
Linola E. Rynn, Partner
Printed Name, Title

Attachment "F"
Acknowledgement of Addendums
RFP _____
TITLE _____

Acknowledgement is hereby made of the following Addenda received since issuance of Specifications:

Addendum No. NA Dated _____

Addendum No. NA Dated: _____

Addendum No. NA Dated: _____

No addendums available
on website at time
of submittal
Nov. 19th, 2018 7:00am

Name of Vendor: _____

Address: _____

The Cultural Planning Group
2816 NW 8th Ave
Wilton Manors, FL 33311

Signature _____

Date _____

This page must be submitted with RFP. Failure to provide the requested documents may result in your proposal being deemed Non-Responsive.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/30/2018

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 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).

PRODUCER SUHR RISK SVCS OF CA INS BROKERS 57151466 THE HARTFORD BUSINESS SERVICE CENTER 3600 WISEMAN BLVD SAN ANTONIO, TX 78265	CONTACT NAME:	
	PHONE (A/C, No, Ext): (866) 467-8730	FAX (A/C, No): (888) 443-6112
	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	
	NAIC#	
INSURED THE CULTURAL PLANNING GROUP LLC 4769 KENSINGTON DR SAN DIEGO CA 92116-2511	INSURER A: The Sentinel Insurance Company	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

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 INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY			57 SBA LG3081	10/01/2018	10/01/2019	EACH OCCURRENCE	\$1,000,000
	☐ CLAIMS-MADE ☒ OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
	☒ General Liability						MED EXP (Any one person)	\$10,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PERSONAL & ADV INJURY	\$1,000,000
	☐ POLICY ☐ PRO-JECT ☒ LOC						GENERAL AGGREGATE	\$2,000,000
	OTHER:						PRODUCTS - COMP/OP AGG	\$2,000,000
A	AUTOMOBILE LIABILITY			57 SBA LG3081	10/01/2018	10/01/2019	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000
	☐ ANY AUTO						BODILY INJURY (Per person)	
	☐ ALL OWNED AUTOS	☐ SCHEDULED AUTOS					BODILY INJURY (Per accident)	
	☒ HIRED AUTOS	☒ NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB						EACH OCCURRENCE	
	EXCESS LIAB						AGGREGATE	
	DED							
	RETENTION \$							
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE	OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A				E.L. EACH ACCIDENT	
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE -EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Those usual to the insureds operations.

CERTIFICATE HOLDER FOR INFORMATIONAL PURPOSES ONLY 6878 NAVAJO RD UNIT 58 SAN DIEGO CA 92119-1549	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Susan L. Castaneda</i>
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THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

October 30, 2018

FOR INFORMATIONAL PURPOSES ONLY
6878 NAVAJO RD UNIT 58
SAN DIEGO CA 92119-1549

Account Information:

Policy Holder Details :	THE CULTURAL PLANNING GROUP LLC
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Contact Us

Business Service Center

Business Hours: Monday - Friday
(7AM - 7PM Central Standard Time)

Phone: (866) 467-8730

Fax: (888) 443-6112

Email: agency.services@thehartford.com

Website: <https://business.thehartford.com>

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,

Your Hartford Service Team