

**November 5, 2025**

## LETTER OF INTEREST

### **City of Lauderhill**

Attn: Purchasing Division  
5581 W. Oakland Park Blvd.  
Lauderhill, Florida 33313

### **RE: Letter of Interest – RLI 2026-005: Community Outreach Data Analyst**

Dear Evaluation Committee Members,

Community Development & Benefits, LLC (CDB, LLC) is pleased to submit this Letter of Interest in response to *RLI 2026-005 – Community Outreach Data Analyst* for the City of Lauderhill. As a minority-owned consulting firm based in Broward County, CDB, LLC specializes in community engagement, public communication strategy, data-driven outreach, and public-private partnerships—with a mission to *"Bridge Community, Government & Private for Shared Outcomes."*

### **Firm Overview**

Founded in 2017, CDB, LLC brings more than 30 years of combined team experience across the public, nonprofit, and private sectors. Our highly sought-after niche of bridging the gap between local government and residents has proven not only successful but also inclusive, equitable, and dually supported by the communities we serve. CDB, LLC's service menu includes:

- Community Engagement
- Public-Private Partnerships (P3)
- Diversity and Local Vendor Participation
- Government Affairs & Development Ddvocacy

### **Related Project Experience**

Our firm has led and contributed to numerous high-impact community engagement and public information initiatives across South Florida, partnering with municipalities, developers, and nonprofit organizations to strengthen transparency, inclusion, and local participation in major public projects, including:

#### City of Pompano Beach – Local Business & GO Bond Support (2019–2023)

CDB, LLC served as a community engagement and public information partner to the City of Pompano Beach during the planning and implementation of its General Obligation (GO) Bond program and related economic development initiatives.

- **SCOPE included:** stakeholder mapping, multicultural communication design, and facilitation of outreach events targeting residents, small businesses, and civic organizations. The firm developed bilingual collateral materials (English and Spanish), produced informational fact sheets explaining bond-funded projects, and managed community feedback collection across multiple neighborhoods.

Through these efforts, CDB, LLC helped the City improve resident awareness, strengthen transparency around capital investments, and increase local business participation in upcoming bond-related projects. The firm's work contributed to the City's successful bond communication outcomes and enhanced long-term resident engagement capacity.

Contact: Earl Bosworth, Assistant City Manager

✉ [Earl.Bosworth@copbfl.com](mailto:Earl.Bosworth@copbfl.com) | ☎ (954) 786-4682

### 13th Floor Investments – The Woodlands Redevelopment Project (2024–2025)

On behalf of developer 13th Floor Investments, CDB, LLC designed and implemented a comprehensive Community Engagement and Local Vendor Participation Strategy for The Woodlands Redevelopment Project—a major 335-home mixed-use community in the City of Tamarac.

- **SCOPE included:** facilitated public meetings, design charrettes, and information sessions to ensure residents and stakeholders were informed and represented throughout the redevelopment process. We also developed a targeted plan for minority vendor inclusion, creating outreach mechanisms that connected local contractors and suppliers to project bid opportunities.

CDB, LLC's efforts helped foster positive dialogue between the developer, city officials, and residents, leading to improved community acceptance and increased visibility of local economic benefits.

Contact: Michael Nunziata, President, 13th Floor Investments

✉ [MNunziata@13fi.com](mailto:MNunziata@13fi.com) | ☎ (352) 682-8303

### City of Tamarac – Community Engagement & Event Marketing Services (2025)

CDB, LLC partnered with the City of Tamarac's Parks and Recreation Department to deliver citywide Community Engagement and Event Marketing Services, aligning with the City's mission to promote civic pride and participation.

- **SCOPE included:** full-scale planning, design, and implementation of outreach campaigns for major public events, including Juneteenth Celebration, Caribbean Heritage Festival, and Tamarac Together Community Day. Services included branding and message development, digital media management, vendor coordination, and onsite engagement facilitation.

CDB, LLC developed and executed culturally inclusive marketing strategies that successfully increased event attendance, strengthened sponsorship partnerships, and elevated the City's community profile across multiple demographic groups.

Contact: Levent Sucuoglu, City Manager

✉ [Levent.Sucuoglu@tamarac.org](mailto:Levent.Sucuoglu@tamarac.org) | ☎ (954) 597-3512

## Key Personnel



**George A. Rich** – Principal / Project Director: Over 15 years of experience leading government and nonprofit programs in community engagement, data reporting, public affairs, workforce development, public-private partnerships, and municipal contracting oversight. George has successfully designed and implemented local business inclusion and resident engagement programs for multiple cities, blending policy expertise with real community connection. George Rich will serve as primary point of contact and lead data-analysis oversight.



**Dr. Dana Alexander-Porter** – Senior Consultant: Over 20 years of leadership in nonprofit management, risk compliance, and fundraising. Experienced in program evaluation, community outreach, and stakeholder training. Dr. Alexander-Porter will guide qualitative data collection, focus-group facilitation, and equity compliance. She has served as County Executive Director for the Boys & Girls Clubs of Broward County, where she managed four regional sites, built city partnerships, and established safety and compliance systems later adopted countywide.

Together, this team blends technical rigor, public-sector experience, and authentic community presence—ensuring that the City receives both precision and public trust in all outreach efforts.

## City's Investment

The City of Lauderhill's annual investment for the proposed services shall be \$80,000. In addition to this annual fee, Community Development & Benefits, LLC (CDB, LLC) shall be entitled to reimbursement for all pre-approved out-of-pocket and direct project-related expenses incurred in the performance of the agreed-upon scope of work. **NOTE:** *These proposed costs are subject to negotiations with the City Manager or staff.*

## Conclusion

CDB, LLC is committed to providing the City of Lauderhill with professional, transparent, and results-driven outreach services that meet and exceed the expectations of RLI 2026-005. We appreciate your consideration and the opportunity to contribute to Lauderhill's continued success. Please contact us directly with any questions or requests for additional information.

Respectfully submitted,

A handwritten signature in cursive script.

GEORGE A. RICH

Principal

Community Development & Benefits, LLC

☎ - (954) 281-7746

✉ - [George@CommunityBenefits.pro](mailto:George@CommunityBenefits.pro)

🌐 - [www.CommunityBenefits.pro](http://www.CommunityBenefits.pro)

## MANAGEMENT SUMMARY

### Firm Understanding

Community Development & Benefits, LLC (CDB, LLC) fully understands that the City of Lauderhill seeks a qualified consultant to provide data-driven community outreach analysis and communications support for the City's ongoing General Obligation (GO) Bond Initiative. The purpose of this engagement is to ensure that residents, businesses, and community stakeholders remain informed, engaged, and confident in the City's bond program and related capital projects.

CDB, LLC recognizes that the Community Outreach Data Analyst serves as both an interpreter of data and a translator of community voice—bridging information gathered through surveys, meetings, and digital engagement into actionable insights that improve transparency and strengthen trust between the City and its residents.

### We understand that the City's desired outcomes include:

- Establishing a structured outreach and analytics framework to track resident engagement and feedback;
- Producing clear, accessible materials that communicate the purpose and impacts of GO Bond projects;
- Using data and community sentiment to inform future messaging and policy decisions; and
- Demonstrating accountability through regular reporting and measurable benchmarks for engagement.

We further understand that the **Community Outreach Data Analyst** serves as the bridge between data and dialogue—responsible for ensuring that every outreach effort is informed by measurable insight and that every communication reflects accurate, accessible information. Our proposed approach will:

- Analyze resident sentiment and participation trends to shape messaging and outreach strategies.
- Develop multilingual **and** multicultural educational materials and data visualizations that make GO Bond information clear and approachable for all residents.
- Leverage proven outreach tools (surveys, focus groups, dashboards, and GIS-based mapping) to ensure data-driven engagement.
- Track and report engagement outcomes regularly, supporting transparency and public accountability throughout the GO Bond lifecycle.

This blend of technical analytics and human-centered engagement will help the City of Lauderhill build community confidence, maintain momentum, and ensure the long-term success of its GO Bond program.

### Scope & Nature of Services

CDB, LLC's proposed scope of services aligns directly with the RLI's objectives and includes five key functional areas:

- Data Collection & Analysis – Gathering and interpreting demographic, sentiment, and participation data from residents, businesses, and partner agencies. Using analytics tools to identify engagement trends and provide evidence-based recommendations for outreach strategies.
- Public Information & Educational Materials – Developing multilingual, ADA-compliant materials—brochures, FAQs, infographics, and dashboards—that explain project status, benefits, and community impacts in clear and engaging terms.

- Community Outreach & Facilitation – Planning and conducting public meetings, focus groups, and pop-up events throughout Lauderhill’s neighborhoods. Ensuring diverse representation and culturally responsive participation from youth, seniors, business owners, and faith communities.
- Digital & Media Engagement – Managing content for the City’s website and social media platforms, ensuring that updates are timely, accurate, and consistent across channels. Monitoring digital analytics to measure reach, engagement, and audience sentiment.
- Performance Reporting & Continuous Improvement – Compiling quarterly and annual reports that summarize engagement metrics, community feedback, and media reach. Delivering actionable recommendations for enhancing outreach effectiveness throughout the GO Bond lifecycle.

### **Anticipated Project Approach**

CDB, LLC proposes a collaborative, phased approach designed to deliver measurable and sustainable outcomes for the City:

#### Phase 1 – Discovery & Planning

- Meet with City leadership and departments to confirm goals, timelines, and performance indicators.
- Review existing communications and outreach data.
- Develop a “master” Engagement Plan identifying target audiences, data tools, and reporting cadence.

#### Phase 2 – Framework & Material Development

- Design an Outreach Data protocol for integrating survey platforms, social analytics, and event tracking.
- Produce standardized templates for communication—newsletters, project sheets, social media graphics—translated into English, Spanish, and Haitian Creole.
- Align messaging with City branding and GO Bond identity.

#### Phase 3 – Implementation & Community Engagement

- Conduct structured engagement through town halls, advisory sessions, and online surveys.
- Collect quantitative and qualitative data measuring participation, awareness, and sentiment.
- Partner with neighborhood associations, homeowner groups, and faith institutions to extend outreach beyond traditional channels.

#### Phase 4 – Data Analysis & Reporting

- Convert engagement data into usable dashboards and visual summaries for staff and Commission review.
- Provide quarterly performance reports and a comprehensive annual summary suitable for public release.
- Recommend course adjustments based on resident feedback and participation metrics.

#### Phase 5 – Knowledge Transfer & Capacity Building

- Train City staff on data tracking, dashboard maintenance, and effective public-information practices.
- Deliver a replicable engagement model the City can sustain beyond the initial contract period.

Throughout all phases, CDB, LLC will coordinate closely with the City’s Communications Department, Project Management staff, and any other designated consultants to ensure message consistency and efficient resource utilization.

### **Ability to Comply with Requirements**

CDB, LLC affirms full compliance with all requirements of the RLI 2026-005, including insurance, licensing, and reporting standards. The firm maintains general liability, automobile, and professional liability coverage meeting or exceeding City thresholds. Our operational structure enables us to scale staff capacity quickly while maintaining cost efficiency and quality control.

### **Commitment**

CDB, LLC is committed to providing the City of Lauderhill with professional, transparent, and results-driven outreach services that meet and exceed the expectations of RLI 2026-005. We share the City's commitment to equity, inclusion, and accountability and stand ready to deliver a partnership grounded in trust and measurable impact.

### **Conclusion**

CDB, LLC is committed to providing the City of Lauderhill with professional, transparent, and results-driven outreach services that meet and exceed the expectations of RLI 2026-005. We share the City's commitment to equity, inclusion, and accountability and stand ready to deliver a partnership grounded in trust, precision, and measurable impact.

We appreciate your consideration and the opportunity to contribute to Lauderhill's continued success. Please contact us directly with any questions or requests for additional information.

Respectfully submitted,



GEORGE A. RICH

**Principal**

Community Development & Benefits, LLC

☎ - (954) 281-7746

✉ - [George@CommunityBenefits.pro](mailto:George@CommunityBenefits.pro)

🌐 - [www.CommunityBenefits.pro](http://www.CommunityBenefits.pro)

**ATTACHMENT "A"**  
**PROPOSER'S QUALIFICATIONS STATEMENT**

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

PROPOSER'S Name and Principal Address:

Pompano Beach Community Development & Benefits, LLC dba Community Development & Benefits, LLC

731 Dr. Martin Luther King, Jr. Boulevard, Unit A

Pompano Beach, Florida 33060

Contact Person's Name and Title: George Rich, Principal

PROPOSER'S Telephone and Fax Number: (954) 865-8075

PROPOSER'S License Number: n/a

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

PROPOSER'S Federal Identification Number: 82-4570449

Number of years your organization has been in business, in this type of work:  
8

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

dba Community Development & Benefits, LLC

Dr. Dana Alexander-Porter

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:

N/A

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

No.

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

No.

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Will you subcontract any part of this WORK? If so, give details including a list of each sub-contractor(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).

No.

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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.

N/A

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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).

N/A

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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.

N/A

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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.

N/A

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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.

N/A

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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.

George Rich

By

(Signature)

**ATTACHMENT "B"**  
**NON-COLLUSIVE AFFIDAVIT**

STATE OF Florida

COUNTY OF Broward

Broward being first duly sworn  
deposes and says that:

Proposer is  
the Owner,  
(Owner, Partner, Officer, Representative, or Agent)

Proposer is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid.

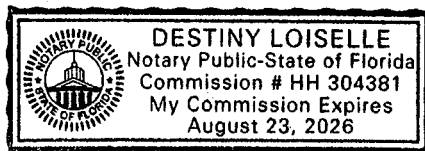
Such submittal is genuine and is not a collusive or sham submittal.


Neither the said proposal 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 proposal, 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 proposer, firm, or person to fix the price or prices in the attached proposal or any other proposal, or to fix any overhead, profit, or cost element of the Proposal Price or the Proposal Price of any other proposal, 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 proposal are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the proposer or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

By \_\_\_\_\_

Subscribed and sworn to before me this 5 day of  
November, 2025.



  
Notary Public (Signature)  
August 23rd 2026  
My Commission Expires

**ATTACHMENT "C"**  
**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 "D"**  
**CERTIFIED RESOLUTION**

I, George Rich, the duly elected  
Secretary

(Person's name)

Pompano Beach Community Development & Benefits, LLC I dba  
of Community Development & Benefits, LLC, a corporation  
organized and (Business Name)

existing under the laws of the State of  
FLORIDA,

do hereby certify that the following Resolution was unanimously adopted  
and passed by a quorum of the Board of Directors of the said corporation  
at a meeting held in accordance with law and the by-laws of the said  
corporation.

"IT IS HEREBY RESOLVED THAT  
George Rich"

(Person's name)

The duly elected Principal of Pompano Beach Community Development &  
Benefits, LLC I dba Community Development &  
Benefits, LLC

(Title of Officer)

(Business Name)

is hereby authorized to execute and submit a Bid and Bid Bond, if such  
bond is required, to the City of Lauderhill and such other instruments in  
writing as may be necessary of behalf of the said corporation; and that  
the Bid, Bid Bond, and other such instruments signed by him/her shall  
be binding upon the said corporation as its own acts and deeds. The  
secretary shall certify the names and signatures of those authorized to  
act by the foregoing resolution.

The City of Lauderhill shall be duly protected in relying upon such  
certification of the secretary and shall be indemnified and saved  
harmless from any and all claims, demands, expenses, loss or damage  
resulting from or growing out of honoring, the signature of any person  
so certified or for refusing to honor any signature not so certified.

I further certify that the above resolution is in force and effect and has  
not been revised revoked or rescinded.

I further certify that the following are the name, titles, and official signatures of those persons authorized to act by the foregoing resolution:

NAME	TITLE	SIGNATURE
_____	_____	_____
_____	_____	_____
_____	_____	_____

Given under my hand and the Seal of the said corporation

This 4 day of November, 2020

By: George Lin  
Secretary

(SEAL)

Principal, President  
Corporate Title

**ATTACHMENT "E"**

**ACKNOWLEDGEMENT OF ADDENDUM**

**RLI 2026-005  
Community Outreach Data Analyst**

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

Addendum NO

Dated

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Name of Vendor: Community Development & Benefits, LLC

Address:

731 Dr. Martin Luther King, Jr. Boulevard, Pompano Beach, FL 33060

Signature



Date 11/5/2025

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