

Lauderhill | Digital Media Proposal

**PROPOSAL FOR  
SOCIAL MEDIA STRATEGIST  
RFP# 2019-038**

**June 2019**

Lauderhill | Digital Media Proposal

Tab |

Proposer's Qualification Statement

**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:

RTMG LLC DBA RealTime Marketing Group  
c/o Terra Spero  
2772 Jordan Pointe Blvd  
New Hill, NC 27562

Contact Person's Name and Title: Terra Spero co-founder

PROPOSER'S Telephone and Fax Number: 561-613-1510

PROPOSERS' License Number: \_\_\_\_\_  
(Please attach certificate of competency and/or state registration.)

PROPOSERS' Federal Identification Number: 27-0767874

Number of years your organization has been in business, in this type of work: \_\_\_\_  
10 years

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

Thomas Spero co-founder

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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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?

yes

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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 (is) 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

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

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.

Terra Speio  
By [Signature]  
(Signature)

## Tab 2

# Statement of Capabilities

# Lauderhill | Digital Media Proposal

City of Lauderhill Team,

RealTime Marketing Group, RTMG, has extensive experience in digital marketing, brand strategy, and tactical implementation for cities and municipalities, with over 8 years experience working with municipal organizations. After reviewing your current implementation, and with an extensive understanding of the current digital opportunities for municipalities, RTMG is excited to submit this unsolicited proposal with recommendations for expanding a variety of digital opportunities that will allow the City of Lauderhill to successfully streamline their communications, engage with the local market, and increase awareness with potential stakeholders. While ensuring consistency & quality through expert service.

The City of Lauderhill requires a digital strategist with in-depth understanding of government regulations as well as comprehensive understanding of how to best communicate with the community, including residents, guest, and those considering a trip to the City of Lauderhill. RealTime Marketing Group is experienced in exactly this type of social media engagement. Our extensive experience within government organizations, makes us uniquely qualified to continue with the growth and match the planned branding for the City of Lauderhill, and given our history, we can be trusted to take this added work off the desk of your current staff.

The value of working with RTMG is not only in our day-to-day management and consulting, but also in our knowledge and working relationship with the City of Lauderhill staff. We do not stop at our contract parameters, but go above and beyond to assist both staff and stakeholders on how to best develop campaigns that are both "real-world" and "social media" successful. We have a passion for what we do.

We are very interested in working with the City of Lauderhill and hope to be considered to provide this service. Thank you for your time and consideration.



Terra Spero

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RealTime Marketing Group  
Terra@RealtimeMG.com  
561-613-1510

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# Tab 3 Proposal

# Lauderhill | Digital Media Proposal

## Terra Spero CEO / Founder

Terra Spero is the founder and CEO of RealTime Marketing Group, a boutique digital media agency that specializes in leveraging digital and social media to amplify community & organizational marketing and to increase awareness at a decreased cost. The team at RealTime Marketing Group collectively manage a social reach of over 25 Million users on a monthly basis.

Spero's passion for relationship development, and experience, coupled with enthusiasm and incredibly successful campaign integrations, has positioned Spero as an industry thought leader. This has resulted in Spero being a featured speaker at both local, national, and international conferences including the International Downtown Association, DMA, FFEA, IFEA, and the Broward Alliance. In addition to collaborating on capstone courses for FAU, Spero has also conducted social media workshops for a variety of Fortune 500 organizations. Spero has been nominated as a mobile woman to watch, has been featured as a Florida Trendsetter, and was named the 2016 Business Person of the Year by the Delray Beach Chamber of Commerce. In the last 5 years, RealTime Marketing Group has won 23 State and International Gold, Silver, and Bronze awards for our work in social media, specifically related to municipal organizations and events.

Graduating Magna Cum Laude from Nova Southeastern University and Summa Cum Laude from Barry University, Masters, Spero is committed to developing the economy and communities in the South Florida marketplace.

### Staff Capabilities:

RealTime Marketing Group has a variety of services that are available that are not included in this proposal, and a team to manage those solutions. Those solutions include:

- Web Development & Coding
- E-mail Management
- SEO/SEM
- Photography
- Content Development
- Digital Consulting
- On-site Training
- Graphic Design
- Video Production

"We are passionate about creating powerful social campaigns that deliver results. Social media levels the playing field; making it affordable for municipal organizations to really connect with their community members."



## Background Requirements

### **5+ years Municipal Social Media Experience in South Florida:**

We have 9 years managing digital media campaigns for municipal organizations. We have developed strategy and managed day-to-day digital and social media solutions for the Delray Beach Downtown Development Authority, Dania Beach CRA, West Palm Beach Northwood Village, West Palm Beach Historic Northwest, the City of West Palm Beach, Pompano Beach CRA, the City of Pompano Beach, Lighthouse Point, Leesburg, Sunrise, and more. Our experience with municipal social media marketing is unsurpassed.

### **5+ years of Florida Record Compliance Experience:**

We have been responsible for understanding and complying with Florida's public record requirements since we began using social media for our clients. We have also taken a Florida Bar ethics course and stay aware of compliance and changes as they may relate to public communication.

### **Implemented Award-Winning Government Campaigns**

We have one gold, silver, and bronze awards for our marketing work from the International Downtown Association, International Festival & Events Association, Florida Redevelopment Association, and Florida Festival & Events Association.

### **Implemented Award-Winning Government Campaigns**

- Savor the Avenue Event & Delray Beach Fashion Week – Both Part of Downtown Delray Beach DDA
- Dania Beach Arts & Seafood Celebration – Part of Dania Beach CRA
- Old Town Untapped – Part of Pompano Beach CRA
- Flagler Drive Activation – Part of City of West Palm Beach

### **Experience with the City of Lauderhill**

We have unique experience with the City of Lauderhill through our assistance and work on the Lauderhill GO Bond. We have also evaluated the City's social media, in the past, as it relates to tourism, safety, and public awareness.

## Lauderhill | Digital Media Proposal

# Develop and execute social media campaigns in support of the City of Lauderhill's Communications and Marketing plan and vision.

RealTime Marketing Group is seen as an industry expert in the development of Municipal digital media initiatives. Developing a campaign for the city, is more intensive than individual pages, because the city is responsible for also overseeing and directing the desired brand and message. Each of the digital properties within the city's boundaries require a unique voice and approach, while maintaining a standard that meets the city's vision & brand promise. Equally as important, the digital optimization of each of these segments requires an understanding of both city guidelines and government requirements, as well as the creative ability to engage the community.

The first priority would be to develop a brand audit and set up clear guidelines, checks and balances, and operating procedures for all of the digital assets run by city organizations. Once complete, RTMG would work with staff to both direct & manage communications through social channels. In addition, we would set and measure benchmarks and provide training as needed.

The bottom line:

We take over your social channels so you can be sure they are managed in a professional & successful manner.

## Lauderhill | Digital Media Proposal

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**1.0: Analysis of Current Social Media**  
**RTMG will strengthen the City of Lauderhill's relationship with its current digital community and developing strategies to grow their social following while increasing levels of engagement & reach.**

The City of Lauderhill currently has a huge opportunity to grow relationship with the community, and surrounding residents. As of today, the city's Facebook page had about **2,399 likes** but has **reached over 26,000 individuals** in the last 30 days, with over **4,000 page engagements** – that means your community wants to be engaged, but you are not taking full advantage to ensure those most interested are always able to find your content.

Our goal would be to convert your engaged fans and those you reach into fans – then encourage dialogue with these community members, ensuring that the City of Lauderhill is aware of their resident's wants & is able to show that this is a city which listens.

### **2.0: Recommendation of Social Media Strategy** **Develop monthly social creative content brief and implement with the assistance of internal team and agency partners.**

The City of Lauderhill is quickly gaining traction as a spot for economic opportunity, while also offering affordable living options with culture, business, and lifestyle activities. Developing a strategy that supports both lifestyle content and showcases the community as an area ripe for economic investment is imperative. Maintaining social networks that are both informative and enticing ensure that the City of Lauderhill always has it's best face forward.

RealTime Marketing Group works with both internal partners, and community members, to ensure we provide the highest level of community value and position the city's platforms as the go-to place for community information. In addition, RealTime Marketing Group creates monthly content calendars that ensure that public record is always available for post development and maintains backed up cloud files of any images removed from our social networks when deemed necessary. More importantly we manage the process of integrating social archiving platforms & Risk Management Systems to ensure the City of Lauderhill is always in compliance with state regulations.

## 2.0: Recommendation of Social Media Strategy

Determine how to maximize the value of the city's social media channels.

RealTime Marketing Group consistently looks at the value of the city's social media presence and the pay-off of adding additional channels. The next page focuses on the recommended strategy for the City of Lauderhill.

# Lauderhill | Digital Media Proposal

## GOALS & TACTICS FOR ONLINE MARKETING STRATEGY

- Digital Audit: Complete a digital audit of all City digital assets
  - Digital Policy: Work with internal staff to develop a set of guidelines to ensure assets are managed and secured appropriately
  - Digital Strategy: Create general online marketing strategy to increase awareness and buzz for the City of Lauderhill Assets
  - Daily Content: Educate public on projects, events, businesses, promotions with the City of Lauderhill.
  - Monthly Reports: Establish measurements with benchmarks and evaluate traffic to determine the successful direction of campaigns
- Ongoing Planning: Work with marketing team to develop campaigns for reaching community online and offline

## APPROACH

The majority of engagements will be aimed at driving community development and awareness focusing on the history and the future of the area, the events, programming and opportunities within the City of Lauderhill..

During this period the agency will continue monitoring the progress of the campaigns and provide reporting on results, in addition to recommendations for ongoing strategy.

## MARKETING SERVICES

Digital Media development, engagement, and social SEM is outlined on the following slides.

## PROJECT MANAGER

The agency will assign a Project Manager who will be the Client's primary contact regarding the account. As the person with the most knowledge of your account, all questions regarding the services and billing should be initially directed to your Project Manager for resolution. The agency reserves the right to change your client manager as needed to best serve your account.

## ADDITIONAL NOTES:

RealTime Marketing Group has industry specific experience in developing campaigns for cities, municipalities, DDA's and CRA's. In addition to this unique familiarity, our knowledge of the South Florida digital landscape, our success in this field has resulted in RTMG being the industry expert in teaching communities how to connect online. We are honored to bring this unparalleled proficiency to our partnership with the City of Lauderhill.

## PUBLIC RECORD

The agency follows the best practices from Tallahassee's Social Media and Collaboration Policy within their Administrative Policies & Procedures Manual, and as it relates to public record.

- Social Media sites clearly indicate that all posts are subject to public records laws.
- Do not edit posts. Any post that violates the Terms of Use Agreement or disclaimer should be documented for records retention and then deleted from public view.
- The comment maker should then be notified that he or she has violated the Terms of Agreement, specifying any and all Terms of Use that were violated. All posts that have been edited are captured and saved to provide if public records are ever requested.
- Ensure Social Media Account implementation and use complies with applicable mandates, including, but not limited to: Section 508 of the Rehabilitation Act of 1973, Chapter 119 Florida Statutes for public records, and any other applicable Federal, State or City policy.

### 2.0: Recommended Strategy: City of Lauderhill

#### Facebook:

- Continue to share links to engage with the community to provide updates and details about community events & development
- Work with staff on ongoing campaigns to increase post engagement & develop more content
- Develop unique campaigns that are tied into city vision & goals to increase both digital & real-world engagement
- Work with city hired photographer to create a list of needed shots to ensure city's digital collateral meets brand standards

#### Twitter:

- Work with staff to establish a list of desired journalists and share posts that are location specific, positioning Lauderhill in front of the most desired eyes

#### Instagram:

- Manage a singular account that is only used to showcase and re-post beautiful photos captured in Lauderhill

#### YouTube:

- Work with internal team to ensure city's brand is consistent on this platform and assist in video reach of posts through the development of a snippet campaign linking Facebook to YouTube.

#### Google Places

- Google is the most used search engine in the United States. RealTime Marketing Group has found that photographs of businesses and landmarks within a district result in a major lift in brand relevancy on Google. RealTime Marketing Group would like to work with a photographer to capture all of Lauderhill's landmarks and tourism spots, and share them in Google places to raise awareness for the community aesthetics and programs.
  - Note: RealTime Marketing Group is a high-level Google Local Guide, so our reviews and photos get higher placement than others.

### 3.0: Day to Day Management

**Monitoring ongoing social and cultural conversation to identify and implement “real time” opportunities to amplify the city’s voice.**

RealTime Marketing Group touches the city’s accounts every day. This is a standard of excellence that we complete to ensure that although content may be scheduled, there is always an additional set of eyes to assist internal staff on managing of social dialogue. Many times, given our experience and community knowledge, we are able to engage with the community without the support of city staff. However, if not, we provide details and back-up for city staff to engage with the users, maintaining the real-time engagement that results in higher relevancy scores on social media.

### **3.0: Day to Day Management** **Work with Marketing and Tourism Staff on editorial calendar throughout the year.**

The city's staff is constantly working on programs and projects that best engage the community, creating a space that is primed for current and future growth. RealTime Marketing Group offers ongoing consulting, both for digital media and real-world engagement to ensure the most successful implementation of these programs and projects. As the city embarks on its community planning and programs, coupled with its desired growth trajectory, it is important to work with both marketing, tourism, and PR to create a year-long digital strategy focusing on general editorial content as well as supporting city's objectives.

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## Lauderhill | Digital Media Proposal

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### 4.0: Quantitative Measure & Analysis

Report analytics on each social media channel, determine what kinds of content performed best on various channels, adjust posting schedule to maximize reach.

RealTime Marketing Group's reporting programs allow us to not only break down week-to-week success, but also compare this to previous periods and previous years. Our reporting software allows us to quickly evaluate data and share these findings with internal team members. We are excited to announce that the newest updates to our software also allow us to give access to our clients so they can have real-time data at their fingertips.

### **5.0: Recommendations, Changes, Corrections, Trends** **Responsible for setting up and discovering potential new social media channels.**

RealTime Marketing Group spends a significant amount of time staying educated on the current trends in the industry, and many times is the recommending force for new trends for municipalities at conferences like FRA, IDA, FFEA, IFEA, Main Street and such. RealTime Marketing Group is uniquely qualified to understand what does and does not work for cities because there is no agency who has more experience providing social media to municipal organizations in Florida.

It is important to understand that recommending of new platforms to staff should not be the only consideration, but also that these recommendations require a keen understanding of regulations and how new social networks fit into those reporting requirements.

### 6.0: Social Media Campaigns Current Municipal Clients / Past Municipal Campaigns

Delray Beach Downtown Development Authority  
Social Media Strategist: 2010 – Present

Pompano Beach CRA  
Social Media Strategist: 2013 – Present

Dania Beach CRA  
Social Media Strategist: 2013 – Present

City of West Palm Beach CRA  
Social Media Strategist: 2014 - Present

City of Pompano Beach  
Social Media Strategist: 2018 - Present

City of Lauderhill GO Bond  
Social Media Management

City of Lighthouse Pointe GO Bond  
Social Media Management

Oviedo GO Bond  
Social Media Management

Oakland Park CRA – Launch Culinary District  
Social Media Strategist: 2013 – 2014

Leesburg Partnership – Digital Analysis  
Social Media Analyst Consultant: 2016

## 6.0: Social Media Campaigns Social Media Management for Municipal Events Citywide & Regional Social Campaigns Only

Dania Beach Arts & Seafood Celebration Multiple FFEA Awards	Old Town Untapped Pompano Beach Silver FFEA
Delray Affair - Gold Award FFEA Delray Beach Chamber/ City Partnership	Margate Under the Moon Multiple Awards
Delray Fashion Week Multiple Awards	Leesburg Bikefest Multiple Awards
Delray Wine & Seafood Fest Multiple Awards	Garlic Fest International Festival & Events Gold
Savor the Avenue Delray Beach Multiple Awards	Bacon & Bourbon Fest International Festival & Events Bronze

# Lauderhill | Digital Media Proposal

## 7.0: Social Media Campaigns Examples

Campaign for Municipal Client A compares before and after RTMG.

**3 Month Comparison Facebook Overview**

135K	92,738	49,165
49,162 ORGANIC PAGE IMPRESSIONS ▲ 173.83%	28,929 ORGANIC PAGE POSTS IMPRESSIONS ▲ 220.57%	18,722 UNIQUE ORGANIC PAGE POSTS IMPRESSIONS ▲ 162.61%
2,991	1.29M	20,417
31 PAGE VIDEO VIEWS ▲ 9,548.39%	428K PAGE IMPRESSIONS ▲ 201.86%	8,396 PAGE ENGAGED USERS ▲ 143.18%
7,654	27,925	4,017
2,692 PAGE STORIES ▲ 184.32%	10,758 PAGE POST ENGAGEMENTS ▲ 159.57%	1,536 TOTAL LIKE REACTIONS ▲ 161.52%

Municipal Client B shows anticipated results with a long-standing client.

**3 Month Facebook Overview**

569K	518K	279K
ORGANIC PAGE IMPRESSIONS	ORGANIC PAGE POSTS IMPRESSIONS	UNIQUE ORGANIC PAGE POSTS IMPRESSIONS
77,549	861K	25,392
PAGE VIDEO VIEWS	PAGE IMPRESSIONS	PAGE ENGAGED USERS
11,798	38,862	6,445
PAGE STORIES	PAGE POST ENGAGEMENTS	TOTAL LIKE REACTIONS

Additional Documentation Attached in Exhibit A



# Lauderhill | Digital Media Proposal

## 8.0: Social Media Writing Samples

### Standard Posts



**daniabeachera** • Follow

daniabeachera in addition to live music, food, art & entertainment, the Dania Beach Arts & Seafood Celebration will also have FUNVILLE where you can find:

- ACTIVITIES AND CRAFTS
- FACE PAINTING\*
- FUN RIDES\*
- THE CHOO CHOO TRAIN\*
- AND MUCH MORE!!! FREE Event! March 30th & 31st <http://www.DaniaBeachArtsandSeafoodCelebration.com> Frost Park, Dania Beach



1201 W. DANIA BEACH BLVD



OPEN EVERY SATURDAY



## WEEKLY EVENT LISTING

**daniabeachera** • Follow

daniabeachera Looking for locally grown produce, wellness workshops, gardening programs, healthy cooking demos, and a great way to spend your Saturday? We've got it all in #DaniaBeach! Check out the #DaniaBeachPATChGarden! 1201 W. Dania Beach Blvd M - F 8 AM - 10 AM Sat 9 AM - 1 PM

City of Pompano Beach  
Published by: 3:00pm  
View Likes: 4 and 20

Here is your "Weekly Event Guide" for all things happening in the City of Pompano Beach! AND THIS WEEK IS PACKED...so PLEASE share this with your friends or tag friends who may be interested.

Tuesday, April 30th  
Mystic Hours (Biweekly) at the Bally Contemporary Arts 16 - 8 PM  
Register here: <https://bit.ly/2XUC0UWML>

Read Write Poems - After School Poetry Workshop at the Burchette By House 1 3:30 - 5 PM  
Ages 13 - 19 are invited to attend this FREE student workshop every Tuesday.

Wednesday, May 1st  
Lunch with ART at the Bally Contemporary Arts 1 12:15 - 1:15 PM. This is a weekly art workshop that focuses on inspiring attendees to try new techniques and projects in a short amount of time. - FREE

Lunch Lab ALL Arts Open Mic at the Bally Contemporary Arts 1 8 - 11 PM | This is an open-mic night of music, spoken word, and movement that takes place in Old Town Pompano Beach. Drinks are available for purchase. Get tickets here: <https://bit.ly/2XFRHDD>

Thursday, May 2nd:  
Lunch with ART - Lecture Series at the Burchette By House - FREE

## Lauderhill | Digital Media Proposal

# Example of Social Media Analytics for Another Municipal Client

Addendum A

October 2018 - March 2019

# Digital Reach Review



# 6 Month Tourism Re-Cap

## Content/Posts Overview

January 2019 - March 2019

197K

ORGANIC PAGE IMPRESSIONS

192K

ORGANIC PAGE POSTS IMPRESSIONS

121K

UNIQUE ORGANIC PAGE POSTS  
IMPRESSIONS

169K

PAID PAGE IMPRESSIONS

13,741

PAGE VIDEO VIEWS

367K

PAGE IMPRESSIONS

18,529

PAGE ENGAGED USERS

5,573

PAGE STORIES

31,380

LIKES

October 2018 - December 2018

115K

ORGANIC PAGE IMPRESSIONS

109K

ORGANIC PAGE POSTS IMPRESSIONS

66,893

UNIQUE ORGANIC PAGE POSTS  
IMPRESSIONS

24,110

PAID PAGE IMPRESSIONS

3,707

PAGE VIDEO VIEWS

140K

PAGE IMPRESSIONS

5,296

PAGE ENGAGED USERS

2,260

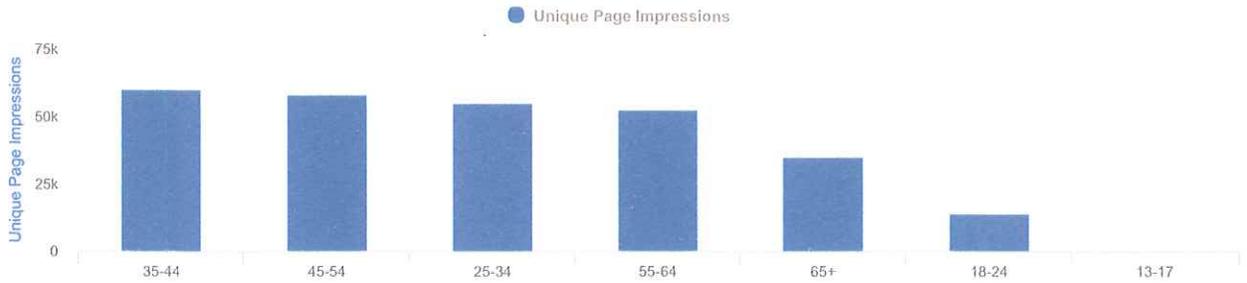
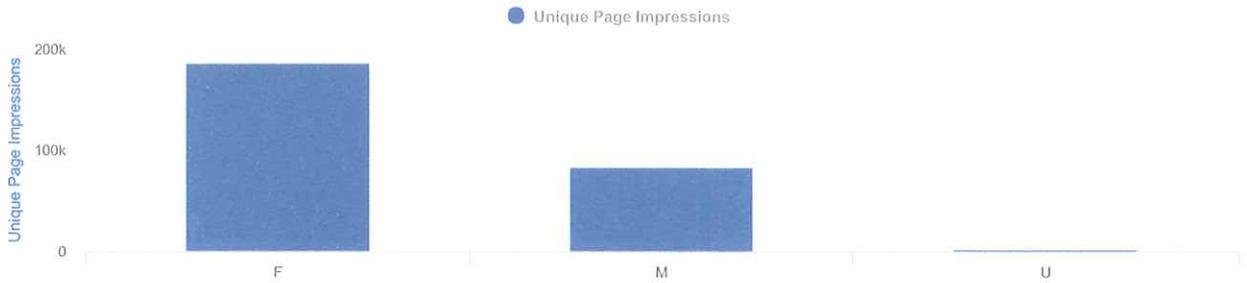
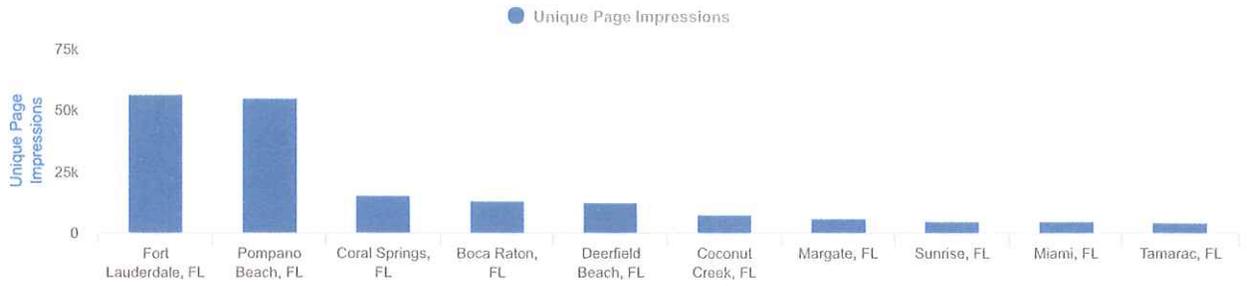
PAGE STORIES

31,306

LIKES

# 6 Month Tourism Re-Cap

## Demographic Performance



## Twitter - Performance

# 6 Month Tourism Re-Cap

1

TOTAL FAVORITES

59

TOTAL LISTED

3030

TOTAL FOLLOWERS

954

TOTAL TWEETS

15

TOTAL FOLLOWING

192

MENTIONS

1

TOTAL FAVORITES

57

TOTAL LISTED

2917

TOTAL FOLLOWERS

809

TOTAL TWEETS

15

TOTAL FOLLOWING

100

MENTIONS

### 2 Letters of Recommendation

#### Sandra King, Director of Communications for the City of Pompano Beach

I am writing to recommend Terra Spero with RealTime Marketing as the social media contractor for your company. Before hiring Realtime Marketing, the City of Pompano Beach had an employee who posted various events posts on an intermittent basis. Ms. Spero and her staff are specialists in this field posting strategically based on hot topics, national trends and holidays, events, pictures of interest and the difference of our reach is up over 100%! Realtime Marketing presided over the social media for the City's \$180 Million General Obligation Bond Education Campaign, and was able to develop marketing and social media strategies that were critical to our success.

Terra developed and implemented the City's first comprehensive social media policy, workbook and playbook. She has conducted inventory, market research, SEO and keyword research, promotion development, and other milestones for the City. Realtime Marketing now handles all of our social media content and has managed it in a consummately organized and professional manner. I have received numerous compliments from other cities about how well our social media presence has improved dramatically.

Ms. Spero not only has exceptional skills with technical details concerning online marketing, but also the business side of it providing monthly reports with data, analytics, comparisons, develops successful campaign ideas, and has knowledge of the pulse of the community.

I'm confident you won't find anyone better to handle your social media and online marketing.

## Lauderhill | Digital Media Proposal

### 2 Letters of Recommendation

Laura Simon, Executive Director of the Delray Beach Downtown Development Authority

It is my pleasure to recommend Terra Spero and RealTime Marketing Group. This organization has provided the Delray Beach DDA top-notch digital marketing services for nearly 10 years.

Not only has RealTime Marketing Group provided a caliber of service that exceeds my expectations, but they are a trusted partner, who always goes above and beyond to ensure we are marketed in the most proactive way possible. RealTime Marketing Group feels more like an extension to my team than an outsourced contractor. With Terra and her team on my side, I do not have to even think about the digital media process.

I would highly recommend RealTime Marketing Group for any marketing engagement, and their experience in the municipal market space always assures that the Delray Beach DDA not only looks great, but also achieves our mission as we communicate with our community.

## Tab 4

# Specific Related Experience of the Firm

## Tab 4: Specific Related Experience

City of Pompano Beach  
100 W. Atlantic Blvd  
Pompano Beach, FL  
954-786-4600

Staff Contact: Sandra King, Director of Communications for the City of Pompano Beach

RealTime Marketing Group is the principal agency in charge of Social Media Engagement & Strategy for the City of Pompano Beach. We are the primary consultant awarded on this contract. We were initially contracted to manage the G.O. Pompano Bond Awareness campaign. Once the campaign was completed we were awarded a contract to manage all social media for the City of Pompano Beach, including the development of a social media policy and training of department managers on appropriate engagement on social platforms. We also have been contracted to manage all of the social media for the City of Pompano Beach Cultural Arts venues and the Pompano Beach CRA.

During our contract, we have assisted in helping pass the G.O. Pompano Bond campaign, increased engagement for tourism by over 100%, created a successful process for which departments can request and manage their social platforms, and have begun to position the City's social platforms as the trusted channels for local information.

Contract Start Date: 2018 - Present

## Tab 4: Specific Related Experience

City of Dania Beach

Staff Contact: Kathleen Weekes, CRA Manager

100 W. Dania Beach Blvd

Dania Beach, FL

954-924-6801

RealTime Marketing Group is the principal agency in charge of Social Media Engagement & Strategy for the CRA of Dania Beach. We are the primary consultant awarded on this contract. We have been contracted by the Dania Beach CRA to manage their Facebook page since 2013, however we recently went through a new bid to increase the scope of our services. In addition to managing their Facebook page for the CRA, we now also manage their Instagram account, as well as the social media for their Dania Beach Arts & Seafood Celebration, The PATCH Garden, and Dania After Dark. The biggest challenge was initially overcoming the lack of positive messaging about the City. If the message was not negative, there was not any information at all when we began our contract. During our tenure, we have assisted in amplify the positive projects, programs, and events that make Dania Beach unique. By sharing these messages, we've helped to change the impression over time. The City of Dania Beach went from a place only known for antiques, to a City that is consistently receiving press for new businesses and economic opportunities.

Contract Start Date: 2013 – Present (New contract signed in 2018)

## Tab 5

# Cost Schedule

# Lauderhill | Digital Media Proposal

## Tab 5: Fee Proposal

### Digital Audit & Benchmark:

\$5,000 - this is not an ongoing contract, but a one-time fee that will only be conducted in 2019 and can be updated in the future based on need.

### Annual Digital Strategy & Implementation based on proposal:

\$34,200/year – paid in monthly installments

### Additional Budget Items:

Digital Ad Buying - based upon scope approval, ads will be recommended for Facebook, YouTube, and potentially Google & LinkedIn. The cost of the ads is directly billed to the City of Lauderhill and not included in our budgeted numbers. A conservative budget is between \$.12 - \$.20 per resident per year, significantly less than a single direct mail piece. This will allow you to begin to expand your reach and also measure your investment. This should be re-evaluated each year. Lauderhill should anticipate a digital ad spend as a required part of their social media strategy. RTMG will help Lauderhill define an appropriate budget for Facebook & Google Advertising.

On-site Training & Development: Up to 2 digital training programs will be provided to city staff each year, these programs can be conducted via GoToMeeting. However, if the city would prefer onsite training, travel fees and accommodations would be required at the City's expense.

## Additional Services:

**Web Development:** RTMG has award-winning experience creating websites for municipal organizations

**Email Management:** RTMG has experience managing email campaigns on icontact and constant contact

**Content Development:** RTMG is experienced in copywriting, with a team of experienced writers, able to develop content for a wide variety of topics

**Graphic Art:** RTMG has a graphic artist on staff

**Video Production:** RTMG has a partnership with a video production company

**Ad Buys:** RTMG manages all forms of digital ad buys

**Ability to Archive:** RTMG recommends archive social as an archiving tool for all municipal clients

### Optional Services/ Alternate Pricing

Blogs: \$125/blog

Graphic Design: \$75/hour (Social media design work is INCLUDED in annual fee. This hourly rate is provided based upon additional design services, as needed.)

Web Development: \$150/hr.

E-mail Management: \$125/hr.

Video Production: We do not offer this service but have trusted partners

Media Buying: 20% ad buying fee

Ability to Archive: Yes through ArchiveSocial their fees are \$399/month - \$599/month based on service needed

Ancillary Pages/ Campaigns: These needs are assessed on a case by case basis. Short-term campaigns typically range from \$3,000 - \$9,000. Additional pages to manage range from \$1,250 - \$1,800 based on complexity and engagement required.

On-site Training & Development: Up to 2 digital training programs will be provided to city staff each year, these programs can be conducted via GoToMeeting. However, if the city would prefer onsite training, travel fees and accommodations would be required at the City's expense.

## Tab 6

### Attachments

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

STATE OF North Carolina

COUNTY OF Wake

Terra Spero being first duly sworn deposes and says that:

PROPOSER is the RTMG, LLC DBA RealTime Marketing Group  
(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 Bid is genuine and is not a collusive or sham Bid

Neither the said PROPOSER 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 PROPOSER, 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 Bid or any other PROPOSER, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other PROPOSER, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

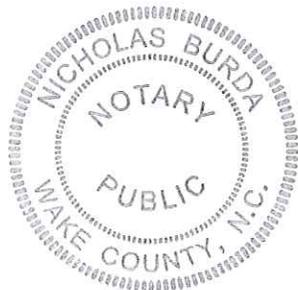
The price of items quoted in the attached Bid are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the PROPOSER or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

By Terra Spero

Subscribed and sworn to before me this 06 day of June, 2019.

Nicholas Burda  
Notary Public (Signature)

My Commission Expires: 07/04/2022



**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



To whom it may concern:

This is to confirm that RealTime Marketing Group is a Drug-Free Workplace.

Thank You,

A handwritten signature in black ink that reads "Terra Spero". The signature is written in a cursive, flowing style.

Terra Spero

**ATTACHMENT "D"**  
**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 Lauderdale Lakes, 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 5<sup>th</sup> day of June, 2019.

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

\_\_\_\_\_  
 Witness  
 \_\_\_\_\_  
 Printed  
 \_\_\_\_\_  
 Title  
 Real Time Marketing Group  
 Company  
 Terra Speed  
 By  
 Terra Speed  
 Printed Name, Title

(If a corporation, affix seal)

\_\_\_\_\_  
 Company  
 \_\_\_\_\_  
 By  
 Terra Speed  
 Printed Name, Title

Attested by Secretary

Incorporated under the laws of the State of Florida.

CERTIFICATE  
 (For Partnership)

I HEREBY CERTIFY that a meeting of the partners of \_\_\_\_\_, a Partnership under the laws of the State of \_\_\_\_\_ held on \_\_\_\_\_, 20\_\_\_\_, the following resolution was duly passed and adopted:

"RESOLVED, that \_\_\_\_\_ as \_\_\_\_\_ of the Partnership is hereby authorized to execute the Bid Form dated \_\_\_\_\_, 20\_\_\_\_, between the City of Lauderhill, Florida, and this Partnership, and that the execution thereof, attested by the \_\_\_\_\_ of the Partnership is 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 \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Title)

STATE OF FLORIDA

COUNTY OF \_\_\_\_\_

Sworn to and subscribed before me on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by \_\_\_\_\_ who  is personally known to me or who  has presented the following type of identification: \_\_\_\_\_.

\_\_\_\_\_  
Signature of Notary Public, State of Florida

\_\_\_\_\_  
Notary seal (stamped in black ink)  
OR

Printed, typed or stamped name of Notary and Commission Number

CERTIFICATE  
(For Corporation)

I HEREBY CERTIFY that a meeting of the Board of Directors of PTMG LLC, a corporation under the laws of the State of Florida held on June 5<sup>th</sup>, 2019, the following resolution was duly passed and adopted:

"RESOLVED, that Terra Spero, as Co-founder + CEO of the Corporation, is hereby authorized to execute the Bid Form dated May 25, 2019, between the City of Lauderhill, Florida, and this Corporation, and that the execution thereof, attested by the Secretary of the Corporation and with corporate seal affixed, shall be the official act and deed of this Corporation".

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

IN WITNESS WHEREOF, I have hereunto set my hand this 8<sup>th</sup> day of June, 2019.

[Signature]  
Secretary

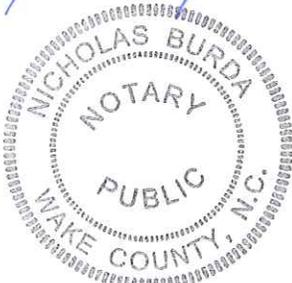
STATE OF ~~FLORIDA~~ North Carolina

COUNTY OF Wake

Sworn to and subscribed before me on this 06 day of June, 2019 by Terra Spero who  is personally known to me or who  has presented the following type of identification: NC Driver License.

[Signature]

Signature of Notary Public, State of ~~Florida~~ North Carolina



Notary seal (stamped in black ink)  
OR  
Printed, typed or stamped name of Notary and Commission Number

My commission expires 07/04/2022

**ATTACHMENT "E"**  
**CERTIFICATE OF INSURANCE AND LICENSES**  
**(for Contractors and Sub Contractors)**



**SCOTTSDALE INSURANCE COMPANY®**  
**COMMERCIAL GENERAL LIABILITY COVERAGE PART**  
**SUPPLEMENTAL DECLARATIONS**

Policy No. CPS3154466 Effective Date 04/14/2019  
 12:01 A.M., Standard Time

Named Insured RTMG, LLC DBA REAL TIME MARKETING Agent No. 09046

Item 1. Limits of Insurance	
Coverage	Limit of Liability
Aggregate Limits of Liability	Products/Completed Operations Aggregate \$ <u>2,000,000</u>
	General Aggregate (other than Products/Completed Operations) \$ <u>2,000,000</u>
Coverage A - Bodily Injury and Property Damage Liability	any one occurrence subject to the Products/Completed Operations and General Aggregate Limits of Liability \$ <u>1,000,000</u>
Damage to Premises Rented to You Limit	any one premises subject to the Coverage A occurrence and the General Aggregate Limits of Liability \$ <u>100,000</u>
Coverage B - Personal and Advertising Injury Liability	any one person or organization subject to the General Aggregate Limits of Liability \$ <u>1,000,000</u>
Coverage C - Medical Payments	any one person subject to the Coverage A occurrence and the General Aggregate Limits \$ <u>5,000</u>
Item 2. Description of Business	
Form of Business: <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Joint Venture <input type="checkbox"/> Trust <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Organization including a corporation (other than Partnership, Joint Venture or Limited Liability Company)	
Location of All Premises You Own, Rent or Occupy: <b>See Schedule of Locations</b>	
Item 3. Forms and Endorsements	
Form(s) and Endorsement(s) made a part of this policy at time of issue: <b>See Schedule of Forms and Endorsements</b>	
Item 4. Premiums	
Coverage Part Premium:	\$ <u>850</u>
Other Premium:	\$
Total Premium:	\$ <u>850</u>

THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE NAME OF THE INSURED AND THE POLICY PERIOD.

**COMMERCIAL GENERAL LIABILITY COVERAGE PART  
EXTENSION OF SUPPLEMENTAL DECLARATIONS**

Policy No. CPS3154466 Effective Date: 04/14/2019

12:01 A.M., Standard Time

Named Insured RTMG, LLC DBA REAL TIME MARKETING Agent No. 09046

Prem. No. 001	Bldg. No. 001	Class Code 41677	Exposure 200,000	Basis PAYROLL	
Class Description: CONSULTANTS - NOC (PRODUCTS-COMPLETED OPERATIONS ARE SUBJECT TO THE GENERAL AGGREGATE LIMIT)				Premises/Operations	
				Rate	Premium
				0.53	750 MP
				Products/Comp Operations	
				Rate	Premium
				INCLUDED	INCLUDED
Prem. No. 001	Bldg. No. 001	Class Code	Exposure	Basis	
Class Description: BLANKET ADDITIONAL INSURED FULLY EARNED				Premises/Operations	
				Rate	Premium
				FLAT	100
				Products/Comp Operations	
				Rate	Premium
Prem. No.	Bldg. No.	Class Code	Exposure	Basis	
Class Description:				Premises/Operations	
				Rate	Premium
				Products/Comp Operations	
				Rate	Premium
Prem. No.	Bldg. No.	Class Code	Exposure	Basis	
Class Description:				Premises/Operations	
				Rate	Premium
				Products/Comp Operations	
				Rate	Premium



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Detail By Document Number](#) /

## Detail by Entity Name

Florida Limited Liability Company

RTMG, LLC

### Filing Information

<b>Document Number</b>	L09000080647
<b>FEI/EIN Number</b>	27-0767874
<b>Date Filed</b>	08/20/2009
<b>Effective Date</b>	08/19/2009
<b>State</b>	FL
<b>Status</b>	ACTIVE
<b>Last Event</b>	LC STMNT OF RA/RO CHG
<b>Event Date Filed</b>	10/15/2018
<b>Event Effective Date</b>	NONE

### Principal Address

2772 Jordan Pointe Blvd  
New Hill, NC 27502

Changed: 01/08/2017

### Mailing Address

2772 Jordan Pointe Blvd  
New Hill, NC 27562

Changed: 01/08/2017

### Registered Agent Name & Address

LYNNE, JEFFERY, ESQ  
2385 EXECUTIVE CENTER DRIVE  
STE 250  
BOCA RATON, FL 33431

Name Changed: 10/15/2018

Address Changed: 10/15/2018

### Authorized Person(s) Detail

#### **Name & Address**

Title MGRM

SPERO, TERRA L

2772 Jordan Pointe Blvd  
New Hill, NC 27502

Title MGRM

SPERO, THOMAS A  
2772 Jordan Pointe Blvd  
New Hill, NC 27502

#### Annual Reports

<b>Report Year</b>	<b>Filed Date</b>
2017	01/08/2017
2018	01/23/2018
2019	04/11/2019

#### Document Images

<a href="#">04/11/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/15/2018 -- CORLCRACHG</a>	<a href="#">View image in PDF format</a>
<a href="#">01/23/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/08/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/04/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/19/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/19/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/04/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">09/26/2011 -- Reg. Agent Change</a>	<a href="#">View image in PDF format</a>
<a href="#">01/12/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">08/26/2010 -- ADDRESS CHANGE</a>	<a href="#">View image in PDF format</a>
<a href="#">03/30/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">08/20/2009 -- Florida Limited Liability</a>	<a href="#">View image in PDF format</a>

ATTACHMENT "F"

CERTIFICATION

THIS DOCUMENT MUST BE SUBMITTED WITH THE BID

We (I), the undersigned, hereby agree to furnish the item(s)/service(s) described in the Request for Proposal (RFP). We (I) certify that we(I) have read the entire document, including the Specifications, Additional Requirements, Supplemental Attachments, Instructions to Proposers, Terms and Conditions, and all addenda issued. We (I) agree to comply with all of the requirements of the entire Request for Proposal.

Indicate which type of organization below:

INDIVIDUAL \_\_\_\_\_ PARTNERSHIP \_\_\_\_\_ CORPORATION   x    
OTHER \_\_\_\_\_

If "Other", Explain: \_\_\_\_\_

Terra Spero  
Authorized Signature

RTMG LLC  
Company Name

Terra Spero  
Typed/Printed Name

2772 Jordan Pointe Blvd  
Address New Hill, NC  
27562

\_\_\_\_\_  
\_\_\_\_\_

561-613-1510  
Telephone

City, State, ZIP

\_\_\_\_\_  
Fax

27-0767874  
Federal Tax ID Number

terra@realtimemg.com  
terra.spero@me.com  
Email address for above signer (if any)  
Number

\_\_\_\_\_  
Contractor's License



ATTACHEMENT "H"

SWORN STATEMENT PURSUANT TO SECTION 287.133(3) (a), FLORIDA STATUTES, ON ENTITY CRIMES

1. This sworn statement is submitted to The City of Lauderdale  
(Print name of the public entity)

By Terra Spea  
(Print individual's name and title)

For RTMG, LLC  
(Print name of entity submitting sworn statement)

Whose business address is? 2772 Jordan Pointe Blvd, New Hill, NC 27562

and if applicable) it's Federal Employer Identification Number FEIN) is:  
27-0767874

(If the entity has no FEIN, include the Social Security Number of the Individual signing this sworn statement: \_\_\_\_\_)

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1) (b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
  - a. A predecessor or successor of a person convicted of a public entity crime; or
  - b. An entity under the control any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
5. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.



**Attachment "I"**  
**Acknowledgement of Addendums**  
**RFP 2019-038**  
**SOCIAL MEDIA STRATEGIST/COMMUNICATOR**

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

Addendum No.   1   -Dated   6/5/19  

Addendum No.            -Dated           

Addendum No.            -Dated           

---

Name of Vendor's Service Contact:   Teresa Spivey  

Address:   2772 Jordan Pointe Blvd  

  New Hill, NC 27562  

Signature   *[Handwritten Signature]*   Date   6/5/19  

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

**MAYOR**  
Richard J. Kaplan, Esq.

# CITY OF LAUDERHILL

**CITY MANAGER**  
Charles Faranda

**VICE MAYOR**  
Ken Thurston

**ASSISTANT CITY MANAGER**  
Desorae Giles-Smith

**COMMISSIONERS**  
M. Margaret Bates  
Hayward J. Benson, Jr., Ed.D.  
Howard Berger



**CITY CLERK**  
Andrea Anderson

**CITY ATTORNEY**  
Earl Hall

FINANCE DEPARTMENT

**SOCIAL MEDIA STRATEGIST/COMMUNICATOR**  
**City of Lauderhill, Florida**  
**RFP NUMBER: 2019-038**

**May 28, 2019**

**BID Due: June 11, 2019 @ 11:45 AM**

**ADDENDUM NUMBER 1**

The following items are issued to add to, modify, and/or clarify the Contract Documents and Specifications. These items shall have become a part of, and have full force and effect of the Contract Documents and all costs and time involved to comply with said addendum shall be included in the Bid Price.

**Description of change:**

- I. Revisions to Bid Plans
- II. Revisions to Bid Specifications
- III. Responses to Bid RFI's

**Question 1: Whether companies from Outside USA can apply for this? (like, from India or Canada)**

**Answer: Yes, if they are registered to do business in the State of Florida.**

**Question 2: Whether we need to come over there for meetings?**

**Answer 2: Possibly**

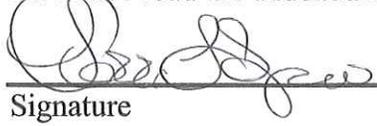
**Question 3: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

**Answer 3: Yes, if they are registered to do business in the State of Florida.**

**Question 4: Can we submit the proposals via email?**

**Answer 4: Please see notice.**

I/we have read the addendum/



Signature

6/5/19

Date

PLEASE RETURN THIS ADDENDUM WITH YOUR BID

**ATTACHMENT "J"**  
**PRICE PROPOSAL FORM**  
**RFP # 2019-038**  
**SOCIAL MEDIA STRATEGIST/COMMUNICATOR**

NOT TO EXCEED COST:

\$ 45,000  
Annually

SUBMITTED BY:

Company Name: RTMG, LLC DBA RealTime Marketing Group

Officer/Name of Individual Authorized to submit: Terra Spero

Address: 2712 Jordan Pointe Blvd

City: Alex Hill State: DC Zip: 27562

Telephone: 561-613-1510 FAX: \_\_\_\_\_

Email: terra@realtimemg.com

NOTE: To be considered eligible for award, one (1) original copy of this Proposal Form must be submitted with the Proposal. Proposers must Use this Cost Proposal Form.

Payment by Electronic Funds Transfer: Vendors may now receive payments by direct deposit via electronic funds transfer instead of by paper check. Vendors are strongly encouraged to register to receive all payments by direct deposit.

Lauderhill | Digital Media Proposal

PROPOSAL FOR  
SOCIAL MEDIA STRATEGIST  
RFP# 2019-038

Thank you for your consideration. If there is any way we can answer any questions, please email or call.

[Terra@realtimemg.com](mailto:Terra@realtimemg.com)

561.613.1510