



CITY OF LAUDERHILL

DIGITAL SERVICES, ADVERTISING, & MEDIA

Garth Solutions

Thinking beyond the box

RFP 2026-030
March 31, 2026

5595 Orange Drive, Suite 202,
Davie, Florida 33314

(954) 727-3001
bd@garthsolutions.com



COVER LETTER

March 31, 2026

City of Lauderhill Evaluation Committee
5581 W. Oakland Park Blvd
Lauderhill, FL 33313



Dear Evaluation Committee Members:

Garth Solutions, Inc. (GSI), a Broward County-based, certified Small, Minority, and Woman-Owned Business Enterprise (S/M/WBE), is pleased to submit this proposal in response to RFQ 2026-030: Digital Services, Advertising, and Media. We are confident that our team brings the strategic capability, municipal fluency, and local knowledge required to serve as the City of Lauderhill's Agency of Record.

GSI is a full-service communications and outreach firm with deep roots in South Florida's public sector. We have managed complex, high-visibility campaigns for municipalities and government agencies across Broward County and the region, delivering photography, videography, social media management, media buying, content creation, print design, and project management under a single team. Our portfolio reflects years of sustained work with public clients who require fast turnaround, measurable results, and communications that hold up to public scrutiny.

We are not new to Lauderhill. GSI led the pre-referendum communications strategy for the City's RISE GO Bond campaign, which earned over 71% voter approval in March 2026. That engagement gave us firsthand understanding of the City's voice, the priorities of its leadership, and how its internal teams operate day to day. This proposal represents a natural continuation of that partnership, extended now across the full scope of digital services, advertising, and media the City requires.

Our approach is built around reducing the burden on City staff. We operate through weekly status meetings, a shared content calendar updated weekly, defined turnaround standards, and a clear approvals workflow designed for municipal speed. Every service area outlined in the Scope of Work will be performed by a multifaceted and dedicated team of experts, led by a single point of contact, and supported by a deep bench for high-volume periods.

We welcome the opportunity to continue serving the City of Lauderhill and its residents.

Sincerely,

Yvonne Garth

President & CEO

Garth Solutions, Inc.

PER RFQ REQUIREMENTS

Primary contact for this submission is:

Yvonne Garth
(954) 727-3001
yvonne@garthsolutions.com

Acknowledgement of Addenda:

GSI acknowledges receipt of 1 Addendum issued for RFQ 2026-030. A signed copy of Addendum No. 1 is included as Attachment F in the Forms section of this submission.

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TAB 1

PROPOSER'S QUALIFICATION STATEMENT

- **PROPOSER'S QUALIFICATION STATEMENT** (Attachment A)
- **COMPANY PROFILE** (RFQ Section 3.2)



PROPOSER'S QUALIFICATION STATEMENT (ATTACHMENT A)

ATTACHMENT "A"

PROPOSER'S QUALIFICATIONS STATEMENT

The Proposer shall furnish the following information. Failure to comply with this requirement may render the proposal non-responsive and subject to rejection. Additional sheets may be attached as necessary.

Proposer's Name and Principal Address:

Garth Solutions, Inc.

5595 Orange Drive Suite 202, Davie, FL 33314

Contact Person's Name and Title:

Yvonne Garth, President & CEO

Telephone Number: 954-727-3001 Email: bd@garthsolutions.com

Proposer's License Number: (Attach Certificate of Competency and/or State Registration, if applicable.)

Federal Identification Number: 02-0787274

Number of Years in Business (in this type of work): 23

Names and Titles of All Officers, Partners, or Individuals Doing Business Under Trade Name:

Yvonne Garth, President & CEO

Type of Business (Check One):

- Sole Proprietorship
Partnership
Corporation

Surety Company and Agent (Name, Address, Telephone):



COMPANY PROFILE

ABOUT GARTH SOLUTIONS

Garth Solutions, Inc. (GSI) is a Broward County-based, certified Small, Minority, and Woman-Owned Business Enterprise (S/M/WBE) with more than two decades of experience providing communications, marketing, and outreach services to public-sector clients across South Florida.

Founded in 2003 and formally incorporated in 2006, GSI has served municipalities, county agencies, school districts, airport authorities, and transit systems across Broward, Miami-Dade, and Palm Beach counties. Our firm combines local knowledge, operational stability, and full-service in-house capabilities to deliver communications programs that are clear, consistent, and built around the accountability standards public agencies require.



COMPANY NAME	Garth Solutions, Inc.
PRINCIPAL ADDRESS	5595 Orange Drive, Ste. 202, Davie, FL 33314
YEAR ESTABLISHED	2003 (Incorporated 2006)
OWNERSHIP STRUCTURE	Corporation
NUMBER OF EMPLOYEES	40+ Full-time Professionals
OFFICE LOCATION	Davie, FL
PRIMARY CONTACT	Yvonne Garth (954) 727-3001 bd@garthsolutions.com
WEBSITE	www.garthsolutions.com



COMPANY PROFILE

PURPOSE-BUILT FOR THE PUBLIC SECTOR

We understand the pace, accountability, review processes, and public trust required when supporting municipalities and government agencies. Our team delivers across every service area in this RFQ through a coordinated in-house model, which allows us to move efficiently, maintain quality control, and provide clients with clear accountability across deliverables.



Our leadership also brings direct knowledge of municipal operations. President and CEO Yvonne Garth is a former Commissioner for the City of Miramar, giving GSI a firsthand understanding of how local governments operate, how decisions move through public environments, and how important clear and transparent communication is to resident trust.

Because the public sector is our primary client base, the operational realities of municipal work are already built into how we operate. Combined with our current engagement supporting the City of Lauderhill's RISE GO Bond Program, we are prepared to support this contract from day one.

WHY GARTH SOLUTIONS?



MUNICIPAL EXPERIENCE

Decades of work supporting public agencies, municipalities, and community-facing programs across South Florida.



LOCAL FAMILIARITY

Grounded understanding of Broward audiences, public-sector workflows, and the demands of on-site support.



FULL-SERVICE READINESS

An in-house team equipped to support strategy, design, content, media, digital services, and project coordination.





COMPANY PROFILE

ONE TEAM, FULL SERVICE

GSI is optimally structured to provide the City with a reliable and highly coordinated Agency of Record partner. Because our services are delivered through an in-house model, the City benefits from faster turnaround, fewer handoffs, stronger quality control, and a more consistent voice across communications, creative, digital, and media efforts. This model supports both day-to-day needs and larger strategic initiatives without requiring the City to manage multiple outside vendors for related services.



CREATIVE CONTENT

- Graphic Design
- Copywriting & Editing
- Presentation Design
- Photography
- Videography



DIGITAL MEDIA

- Social Media
- Web Design Support
- Digital Advertising
- Media Buying
- Analytics & Reporting



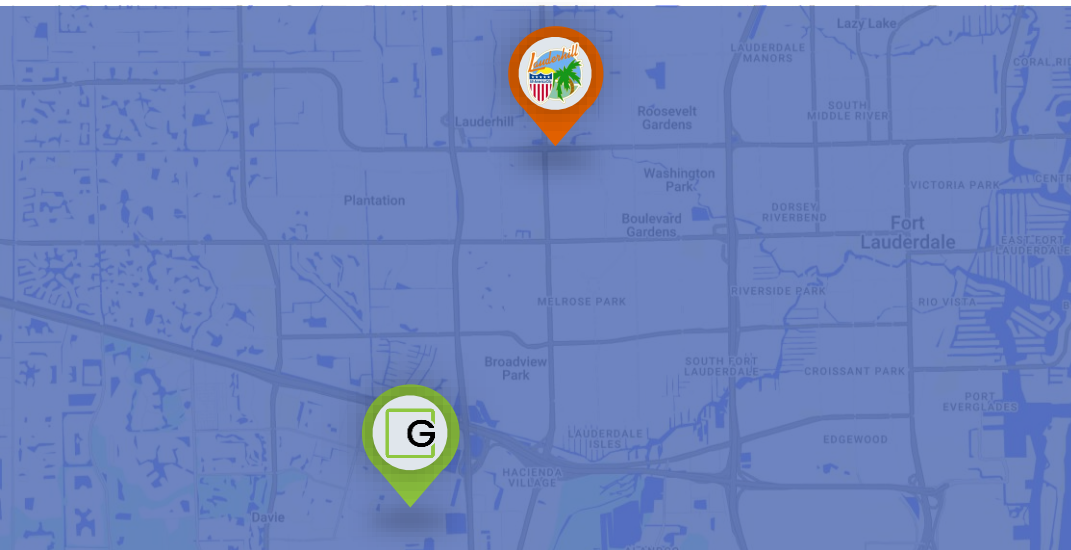
PUBLIC ENGAGEMENT

- Public Relations
- Event Support
- Community Outreach
- Campaign Messaging
- Multichannel Content



PROJECT DELIVERY

- Project Management
- Internal Coordination
- Content Planning
- Creative Oversight
- Capacity Building



LOCAL PRESENCE

With offices in Davie and North Miami, GSI offers close geographic proximity to Lauderhill and a team equipped to provide timely, hands-on support throughout the contract.



TAB 2

STATEMENT OF CAPABILITIES

- **QUALIFICATIONS AND EXPERIENCE** (RFQ Section 3.3)
- **TEAM AND STAFFING** (RFQ Section 3.4)
- **TECHNICAL APPROACH** (RFQ Section 3.5)



QUALIFICATIONS & EXPERIENCE

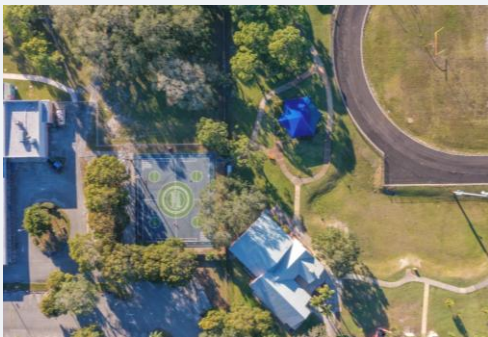


UNIQUELY QUALIFIED TO SERVE LAUDERHILL

GSI's qualifications for this contract are grounded in sustained, hands-on work with public-sector clients whose communications needs closely mirror the City of Lauderhill's. Over the past five years alone, we have managed bond program communications, produced photography and videography for public events and commission meetings, run paid social and digital advertising campaigns on behalf of government agencies, executed media buys across various channels, and designed print materials ranging from direct mail to event signage. These capabilities are the basis for active, ongoing lines of work delivered for the same projects and environments identified in the RFQ.

The project summaries that follow reflect the range and relevance of that experience.

EXPERIENCE SERVING GOVERNMENT ENTITIES



CITY OF LAUDERHILL

GO Bond Public Information & Community Outreach

GSI led the public information and community outreach campaign for the City of Lauderhill's \$65M RISE GO Bond program, encompassing public safety, parks, and transportation improvements. All three bond measures passed with over 70% voter approval.





QUALIFICATIONS & EXPERIENCE

EXPERIENCE SERVING GOVERNMENT ENTITIES



BOCA RATON AIRPORT AUTHORITY



Marketing & Public Relations

GSI serves as the Boca Raton Airport Authority’s full-service marketing and public relations partner, managing social media, content creation, photography, media relations, event support, and website design. GSI also planned and executed the Authority’s 75th Anniversary campaign, a year-long, multi-channel initiative that culminated in a major stakeholder gala.



BROWARD COUNTY PUBLIC SCHOOLS



SMART Program Communications

For nearly a decade, GSI has served as the communications liaison for the SMART Program, a \$1.65 billion bond initiative spanning 232 schools. Our work has included public information campaigns, community outreach, stakeholder briefings, media coordination, photography, video production, and reporting to school board members and the bond oversight committee. This long-term engagement reflects our ability to sustain complex, multi-audience communications programs across years of active capital delivery.



MIAMI-DADE COUNTY PUBLIC SCHOOLS



ESSER Attendance Campaign

GSI designed and executed a county-wide multimedia public awareness campaign for Miami-Dade County Public Schools, including strategic research, targeted messaging, video production, public service announcements, social media management, digital promotion, and community engagement. The campaign was recognized as a 2024 Viddy Awards Platinum Winner.



QUALIFICATIONS & EXPERIENCE

EXPERIENCE SERVING GOVERNMENT ENTITIES



CITY OF COOPER CITY

Social Media, Website, & Graphic Design



GSI served as Cooper City's communications partner, delivering social media strategy and content management, website updates and UX improvements, graphic design and multimedia production, email newsletters, and media relations.



BROWARD COUNTY TRANSIT

PREMO Program



GSI provides strategic communications and stakeholder coordination for Broward County Transit's Premium Mobility Plan (PREMO), a multi-billion-dollar initiative to add over 200 miles of high-capacity transit. This involves outreach to educate residents on the new transit modes and sustaining participation across a decade-long transportation network expansion.



CITY OF HOLLYWOOD

Multiple Engagements



GSI has provided communications, outreach, and media services for several City of Hollywood projects, including the \$72 million Police Headquarters construction project, the Hollywood Boulevard Complete Streets Landscaping Project, and other capital improvement initiatives. Services have included public engagement strategy, media coordination, content creation, and stakeholder liaison support.



QUALIFICATIONS & EXPERIENCE

CURRENT & PAST PUBLIC-SECTOR CLIENTS

Over the past five years, GSI has supported a wide range of municipal and public-sector clients – as well as partnering with major firms – on projects requiring communications, outreach, marketing, media, digital content, and creative services. The breadth of this client base reflects both the consistency of our public-sector focus and our ability to adapt our services to different agencies, audiences, and project types.




- Boca Raton Airport Authority
- Broward County Convention Center
- Broward County Public Schools
- Broward County Aviation Department
- Broward County Transit
- City of Cooper City
- City of Fort Lauderdale
- City of Hallandale
- City of Hollywood
- City of Lauderhill
- City of Miami Gardens
- City of Miramar
- City of North Miami
- City of St. Petersburg
- Fort Lauderdale-Hollywood International Airport
- Fort Lauderdale Parks & Recreation
- Miami-Dade County Public Schools
- Naples Airport Authority
- North Perry Airport Master Plan
- Pinellas Suncoast Transit Authority
- Town of Davie



QUALIFICATIONS & EXPERIENCE

CLIENT REFERENCES

	<p>Entity:</p> <p>Contact:</p> <p>Contact Info:</p> <p>Contract Term:</p>	<p>Boca Raton Airport Authority</p> <p>Clara Bennett, Executive Director</p> <p>clara@bocaaairport.com (561) 391-2202</p> <p>February 2023 - Present</p>
	<p>Entity:</p> <p>Contact:</p> <p>Contact Info:</p> <p>Contract Term:</p>	<p>Broward County Public Schools</p> <p>John Sullivan, Chief of Staff and Communications</p> <p>johnj.sullivan@browardschools.com (954) 261-8992</p> <p>2015 - Present</p>
	<p>Entity:</p> <p>Contact:</p> <p>Contact Info:</p> <p>Contract Term:</p>	<p>City of Hollywood</p> <p>Jose Cortes, Director of Design and Construction</p> <p>jcortes@hollywoodfl.org (954) 240-7996</p> <p>2019 - Present</p>

SAMPLE TESTIMONIALS

“The type of customer service that I provide all of our municipal stakeholders cannot be possible without being surrounded by team members that are completely vested in doing whatever it takes to satisfy their customers. Garth Solutions is that type of team member!”

Angel Gomez
Broward County Public Schools

“Garth Solutions outperformed our expectations for community involvement in the City of Miami Gardens. They did an outstanding job of helping the community to understand the benefits of project while finding creative ways to ensure the City’s capital expenditures positively impacted city constituents.”

Mayor Oliver Gilbert
City of Miami Gardens

“The community included stakeholders from local businesses, tourists, residents, and HOAs. Garth regularly kept them informed with newsletters, website updates, and on-demand construction alerts. Garth attended events to share information, answer questions, and even staffed a physical office to address walk-ins.”

Vince Collins III
SKANSKA USA Building Inc.

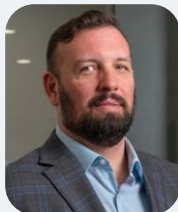


TEAM & STAFFING

A DEDICATED TEAM OF VERSATILE TALENT

GSI's proposed team for this contract is composed entirely of full-time, in-house professionals who currently deliver the services outlined in this RFQ for municipal and public-sector clients across South Florida. This is not a multi-firm team assembled for the purpose of responding to a specific proposal. It is an established working group that collaborates on a weekly basis.

Because the City is seeking an Agency of Record that can support both routine communications needs and higher-visibility campaigns, GSI has structured the team to provide clear leadership, defined accountability, and flexible production capacity. The City will not need to manage multiple vendor relationships or coordinate across outside specialists to receive the full scope of services described in this RFQ.



PRIMARY ACCOUNT MANAGER & POINT OF CONTACT

Brent Campbell, GSI's Director of Client Relations, will serve as the City's primary point of contact and day-to-day lead for this contract.

Brent currently directs active public-sector engagements for GSI, including the City of Lauderhill's RISE GO Bond communications, and brings direct experience across every service area in the RFQ scope.

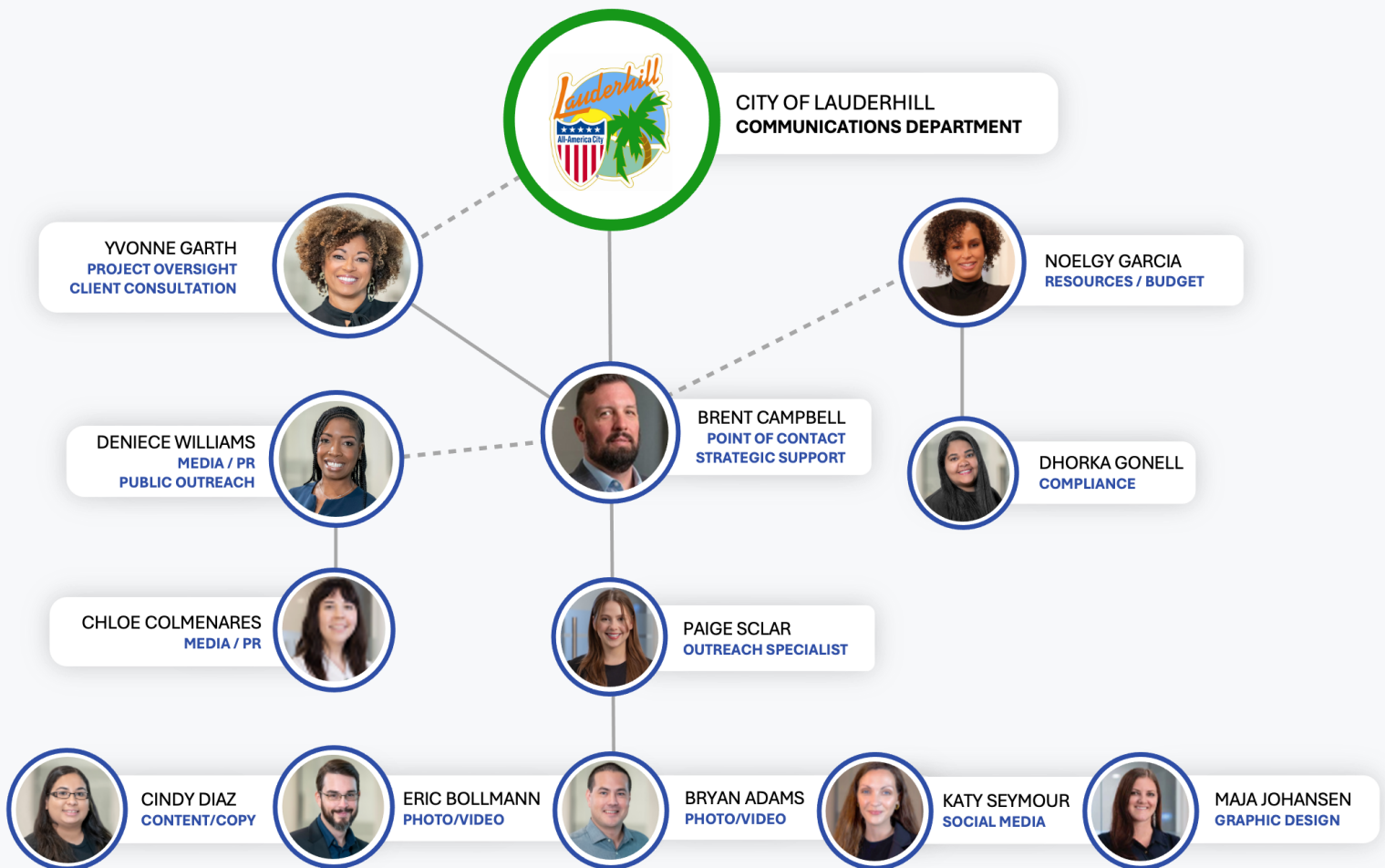


TEAM & STAFFING

ACCOUNT STRUCTURE & ASSIGNED ROLES

The org chart below shows how the City's account will be structured. Brent Campbell serves as the central point of contact, with Yvonne Garth providing project oversight and client consultation. Supporting them is a team of in-house specialists assigned to the City's scope, organized to give staff clear accountability at every level and the production depth to handle concurrent requests, campaigns, and event coverage without delays.

MODULAR COMPOSITION | IN-HOUSE EXPERTISE | DEDICATED CONTACT | CONTEXT-READY





YVONNE GARTH

PRESIDENT & CEO



PROFESSIONAL BIO

Yvonne Garth, President & CEO of Garth Solutions, Inc. (GSI), brings over 31 years of strategic leadership in public relations, advertising, and communications to complex, high-profile projects throughout South Florida. Before founding GSI in 2003, Yvonne spent nearly a decade at a top-tier advertising agency directing campaigns for global brands — experience that informs the caliber of creative strategy and media execution GSI delivers for its public-sector clients. Under her leadership, GSI has successfully executed comprehensive outreach and communication campaigns for prominent organizations including Broward County Public Schools (SMART Bond), Broward County, and nearly all municipalities across Broward — including the City of Lauderhill, where GSI led the pre-referendum communications strategy for the RISE GO Bond.

Yvonne's expertise spans stakeholder engagement, brand development, media strategy, and targeted messaging for capital improvement programs, municipal advertising, and civic engagement campaigns. Her commitment to public service is exemplified by her previous roles as Commissioner and Vice Mayor for the City of Miramar. This blend of executive-level insight, agency-caliber creative leadership, and firsthand understanding of municipal governance positions GSI to serve as a seamless extension of the City of Lauderhill's communications team.

PROJECT ROLE

PROJECT EXECUTIVE

YEARS IN INDUSTRY

33 YEARS

YEARS WITH GSI

23 YEARS

WHY YVONNE?

VETERAN LEADERSHIP

Over 31 years of experience leading communications programs for municipal and public sector clients, with agency-level creative and media expertise.

BOND CAMPAIGN EXECUTION

Led the RISE Lauderhill GO Bond pre-referendum communications strategy, building direct familiarity with the City's voice and stakeholders.

STRATEGIC NETWORK

Deep relationships with decision-makers across Florida municipalities, agencies, and community organizations.

ENGAGEMENT INNOVATION

Develops creative strategies that translate complex civic initiatives into clear, multilingual community narratives.

PUBLIC INSIGHT

Former Commissioner and Vice Mayor with deep knowledge of public sector operations, resident engagement, and municipal accountability.

RELEVANT EXPERIENCE

- City of Lauderhill, RISE GO Bond Communications | Lauderhill, FL
- Broward County Public Schools, SMART Bond Program | Fort Lauderdale, FL
- City of Hollywood New Police Headquarters | Hollywood, FL
- FLL Airport New Runway and T4 Expansion | Ft. Lauderdale, FL
- Las Olas Beach Park Project | Fort Lauderdale, FL
- Naples Airport Authority, Marketing & Public Relations | Naples, FL

SKILLS & EXPERTISE



TEAM LEADERSHIP



COMMUNITY OUTREACH



COMMUNICATION STRATEGY



STAKEHOLDER ENGAGEMENT



STRATEGIC PARTNERSHIPS



EVENT MANAGEMENT



PROGRAM MANAGEMENT



MEETING FACILITATION



BRENT CAMPBELL

DIRECTOR OF CLIENT SOLUTIONS

PROFESSIONAL BIO

Brent Campbell is a seasoned communications leader with two decades of experience crafting and executing strategies that build community trust and foster meaningful stakeholder relationships. As Director of Client Solutions at Garth Solutions, Inc. (GSI), Brent leads comprehensive public outreach, digital media, and creative campaigns for GSI's municipal and public-sector clients, serving as the primary point of accountability between the firm and the agencies it supports.

Brent currently leads GSI's communications work for the City of Lauderhill's RISE GO Bond Program, managing the day-to-day client relationship, coordinating content production, and overseeing the outreach strategy that contributed to the bond's successful passage. He also directs GSI's engagements for Broward County Public Schools, Boca Raton Airport Authority, and Broward County Transit — accounts that collectively span social media management, content creation, photography, videography, media relations, and website services. Brent will serve as the City of Lauderhill's primary point of contact under this contract, leading weekly status meetings, maintaining the shared content calendar, and ensuring every deliverable meets the City's standards and timelines.

PROJECT ROLE

ACCOUNT DIRECTOR

YEARS IN INDUSTRY

21 YEARS

YEARS WITH GSI

2 YEARS

WHY BRENT?

LAUDERHILL ACCOUNT LEAD

Currently leads GSI's RISE GO Bond work for the City of Lauderhill, familiar with the City's workflows, priorities, and stakeholder relationships.

PRIMARY POINT OF CONTACT

Will serve as the City's single accountable lead for weekly meetings, content calendar management, and all deliverable coordination across scope areas.

FULL-SCOPE EXPERIENCE

Directs accounts spanning every service category in this RFQ: social media, photography, videography, content creation, media relations, website services, and print design.

DIGITAL OUTREACH LEAD

Manages data-driven digital campaigns (web, social, email) to reach diverse community groups with measurable results.

DATA-DRIVEN OUTREACH

Uses research and resident feedback to continuously refine and optimize communication performance.

RELEVANT EXPERIENCE

- City of Lauderhill, RISE GO Bond Communications | Lauderhill, FL
- Cooper City Social Media, Website, and Graphic Design Services | Cooper City, FL
- Boca Raton Airport Authority, Marketing & Public Relations | Boca Raton, FL
- Broward County Public Schools Bond Program | Broward County, FL
- City of Hollywood New Police Headquarters | Hollywood, FL
- Naples Airport Authority, Marketing & Public Relations | Naples, FL

SKILLS & EXPERTISE



STAKEHOLDER ENGAGEMENT



DATA ANALYTICS



COMMUNICATIONS STRATEGY



EVENT MANAGEMENT



DIGITAL MARKETING



CLIENT COMMUNICATION



CAMPAIGN CREATION



TEAM LEADERSHIP



DENIECE WILLIAMS

DIRECTOR OF PUBLIC AFFAIRS



PROFESSIONAL BIO

Deniece Williams, Director of Public Affairs at Garth Solutions, Inc. (GSI), brings over 20 years of experience in strategic communications, media relations, and public outreach for government agencies and public-sector programs. Known for her ability to cultivate strong partnerships with media outlets, community leaders, and institutional stakeholders, Deniece is skilled at aligning earned and paid media efforts with client objectives, ensuring each campaign reaches its intended audience with clarity and impact.

In her role at GSI, Deniece leads media strategy and advertising campaign development across television, radio, digital, and out-of-home channels. Her experience includes managing significant aspects of the \$1.65 billion Broward County Public Schools SMART Bond Program, coordinating media outreach for the FLL Airport and Las Olas Beach Park projects, and directing the M-DCPS ESSER Attendance Campaign. Deniece will lead media buying strategy, press coordination, and advertising campaign execution for the City of Lauderdale, ensuring that every paid media dollar is placed strategically and reported transparently.

PROJECT ROLE

MEDIA DIRECTOR

YEARS IN INDUSTRY

22 YEARS

YEARS WITH GSI

9 YEARS

WHY DENIECE?

PR EXPERTISE

Brings 22 years of experience in media relations and grassroots communications for public agencies.

COMMUNITY BUILDER

Cultivates strong partnerships with community leaders and associations to expand visibility and deepen impact.

MEDIA STRATEGIST

Direct experience leading campaigns and community meetings for the BCPS SMART Bond and municipal capital programs.

EVENT COORDINATOR

Executes large-scale public events and town halls that boost project exposure and stakeholder engagement.

RELEVANT EXPERIENCE

- Broward County Public Schools Bond Program | Fort Lauderdale, FL
- Broward County Forensic Science Center | Fort Lauderdale, FL
- Broward County Net Zero | Broward County, FL
- City of Hallandale Beach Community Benefit Program | Hallandale, FL
- FLL Part 150 Noise Compatibility Planning Study | Ft. Lauderdale, FL
- Las Olas Beach Park Project | Fort Lauderdale, FL
- Miami-Dade Public Schools, ESSER Attendance Outreach Campaign | Miami, FL

SKILLS & EXPERTISE



MEDIA RELATIONS



GRASSROOTS OUTREACH



MEDIA BUYING STRATEGY



STRATEGIC PARTNERSHIPS



CHARRETTE PLANNING



VENDOR COORDINATION



EVENT PLANNING



SOCIAL MEDIA STRATEGY



NOELGY GARCIA

VICE PRESIDENT



PROFESSIONAL BIO

Noelgy Garcia serves as Vice President at Garth Solutions, Inc. (GSI), bringing 15 years of specialized experience in managing public communications programs for municipal and infrastructure clients. As a seasoned operations leader, she oversees team coordination, budget management, and resource allocation across GSI's active project portfolio, ensuring every engagement runs on schedule and within scope.

Her strategic approach to operations combines rigorous financial oversight with streamlined production workflows. Noelgy has developed multi-million-dollar communications budgets, implemented quality control procedures for public information materials, and established performance metrics ensuring consistent delivery across all project phases. Her bilingual capabilities (English/Spanish) strengthen culturally sensitive engagement across Broward County's diverse communities.

In her leadership role, Noelgy manages GSI's day-to-day project operations, coordinating staffing, approvals workflows, and deliverable tracking across multiple concurrent accounts. Her experience includes directing logistics for the BCPS SMART Bond Program and the City of Hollywood's New Police HQ — high-volume, multi-stakeholder environments that mirror the operational demands of a municipal AOR engagement.

PROJECT ROLE

CONTRACT ADMINISTRATOR

YEARS IN INDUSTRY

15 YEARS

YEARS WITH GSI

6 YEARS

WHY NOELGY?

PROVEN OPERATIONS LEADER

Manages team coordination, staffing, and production workflows across multiple concurrent municipal accounts.

FINANCIAL ACCOUNTABILITY

Demonstrated expertise managing multi-year communications budgets exceeding \$1M annually, with consistent accurate financial reporting.

TEAM LEADERSHIP

Supervises teams of 6+ specialists across multiple projects, maintaining 100% staff retention through effective management.

COMPLIANCE & QUALITY

Established quality control systems ensuring all deliverables meet public sector standards, Title VI requirements, and ADA compliance guidelines.

RELEVANT EXPERIENCE

- Broward County Public Schools Bond Program | Fort Lauderdale, FL
- Broward County Transit PREMO Program | Broward County, FL
- City of Hallandale Beach Community Benefit Program | Hallandale, FL
- City of Hollywood New Police Headquarters | Hollywood, FL
- FLL Part 150 Noise Compatibility Planning Study | Fort Lauderdale, FL
- Naples Part 150 Noise Compatibility Planning Study | Naples, FL
- North Perry Airport Master Plan Update | Miramar, FL

SKILLS & EXPERTISE



CONTRACT MANAGEMENT



LOGISTICAL PLANNING



COMPLIANCE & DOCUMENTATION



PROJECT MANAGEMENT



MULTI-PROJECT COORDINATION



BUDGET DEVELOPMENT



MULTILINGUAL COMMUNICATION



RESOURCE MANAGEMENT



PAIGE SCLAR

COMMUNITY OUTREACH SPECIALIST

PROFESSIONAL BIO

Paige Sclar is an outreach coordinator with hands-on experience in community engagement, media relations, and event management for arts and culture organizations. She brings direct experience with key stakeholders and excels at securing impactful media placements, managing event logistics, and using data-driven analytics to refine strategy and maximize engagement ROI.

KEY SKILLS

- COMMUNITY OUTREACH
- SOCIAL MEDIA MANAGEMENT
- EMAIL MARKETING
- CAMPAIGN CREATION
- PROJECT MANAGEMENT
- CLIENT COMMUNICATION

YEARS IN INDUSTRY

3 YEARS

YEARS WITH GSI

1 YEAR



CHLOE COLMENARES

MEDIA SPECIALIST

PROFESSIONAL BIO

Chloe Colmenares is a media specialist with experience in campaign coordination and media strategy. She supports paid media workflows, coordinating schedules, trafficking assets, and tracking performance across channels. Her background in public relations and stakeholder engagement ensures alignment in client messaging, voice, and overarching objectives. Chloe will manage day-to-day media operations, vendor communications, and proof-of-performance documentation.

KEY SKILLS

- MEDIA TRAFFICKING
- CAMPAIGN TRACKING
- CLIENT COMMUNICATIONS
- VENDOR MANAGEMENT
- COPYWRITING
- STAKEHOLDER ENGAGEMENT

YEARS IN INDUSTRY

3 YEARS

YEARS WITH GSI

1 YEAR



KATY SEYMOUR

SOCIAL MEDIA MANAGER

PROFESSIONAL BIO

Katy Seymour is a social media manager who develops data-driven campaigns that translate complex municipal initiatives into accessible, engaging digital content. Her experience includes the BCPS SMART Bond Program and social media campaigns for the Boca Raton Airport Authority and Cooper City, where she aligned creative content with strategic goals and tracked performance through analytics and reporting. Katy will manage day-to-day social media content, paid social campaign execution, and performance.

KEY SKILLS

- SOCIAL MEDIA STRATEGY
- SHORTFORM VIDEO
- ANALYTICS & REPORTING
- REPUTATION MANAGEMENT
- COPYWRITING
- CAMPAIGN MANAGEMENT

YEARS IN INDUSTRY

12 YEARS

YEARS WITH GSI

1 YEAR



BRYAN ADAMS

MULTIMEDIA SPECIALIST

PROFESSIONAL BIO

Bryan Adams is an award-winning multimedia specialist with over 15 years of experience in photography, videography, and multimedia production. He has been instrumental in documenting progress for the BCPS SMART Bond Program, producing professional-grade video updates, event photography, and drone footage. His post-production workflow supports fast-turnaround delivery for municipal event coverage.

KEY SKILLS

- VIDEO PRODUCTION
- DRONE PILOTING
- PROFESSIONAL PHOTOGRAPHY
- CONTENT CREATION
- AUDIO ENGINEERING
- POST-PRODUCTION

YEARS IN INDUSTRY

16 YEARS

YEARS WITH GSI

6 YEARS



ERIC BOLLMANN

MULTIMEDIA SPECIALIST

PROFESSIONAL BIO

Eric Bollmann is a versatile visual content creator with a decade of experience in videography, photography, and live event production. He combines technical precision with an artistic eye to craft compelling visual narratives across digital and traditional media, from dynamic drone footage and post-event highlight reels to interactive stakeholder presentations. Eric manages on-site technical logistics including A/V setup, event lighting, and camera coordination, ensuring quality production at every event.

KEY SKILLS

- VIDEO PRODUCTION
- PHOTOGRAPHY
- DRONE PILOT
- POST-PRODUCTION
- LIVE EVENT A/V & LIGHTING
- VISUAL STORYTELLING

YEARS IN INDUSTRY

10 YEARS

YEARS WITH GSI

3 YEARS



CINDY DIAZ

CONTENT DEVELOPER / COPYWRITER

PROFESSIONAL BIO

Cindy Diaz is a content developer who crafts compelling, audience-targeted messaging for public-sector programs. Her experience includes creating materials for the \$1.65 Billion SMART Bond Program for BCPS and the City of Hollywood. Proficient in Adobe Creative Cloud and Canva, she creates both written and visual content across digital and print channels.

KEY SKILLS

- COPYWRITING
- PRINT & DIGITAL DESIGN
- EMAIL MARKETING
- BRAND DEVELOPMENT
- CAMPAIGN CREATION
- TECHNICAL WRITING

YEARS IN INDUSTRY

5 YEARS

YEARS WITH GSI

3 YEARS



MAJA JOHANSEN

GRAPHIC DESIGNER

YEARS IN INDUSTRY

12 YEARS

YEARS WITH GSI

1 YEAR

PROFESSIONAL BIO

Maja Johansen is an award-winning graphic designer with over twelve years of expertise in branding, identity design, publishing, and digital marketing. She produces impactful designs across print and digital platforms, ensuring every piece meets brand standards and enhances audience engagement. Maja will lead print design production and support digital content creation for the City of Lauderhill.

KEY SKILLS

- PRINT & DIGITAL DESIGN
- BRAND DEVELOPMENT
- LAYOUT DESIGN
- DIGITAL ASSET MANAGEMENT
- PHOTO EDITING
- PROMOTIONAL MATERIALS



DHORKA GONELL

CONTRACT COMPLIANCE

YEARS IN INDUSTRY

10 YEARS

YEARS WITH GSI

3 YEARS

PROFESSIONAL BIO

Dhorka Gonell is an administration professional with over 16 years of expertise in operational efficiency. She specializes in standard operating procedures, government compliance, and rigorous documentation control. Known for her meticulous attention to detail, Dhorka ensures seamless operations and strict adherence to regulatory requirements.

KEY SKILLS

- COMPLIANCE CONTROL
- GOVERNMENT COMPLIANCE
- POLICY DEVELOPMENT
- VENDOR MANAGEMENT
- BUDGET OVERSIGHT
- ACCOUNT RECONCILIATION



DAVID RODRIGUEZ

WEB DEVELOPER

YEARS IN INDUSTRY

16 YEARS

YEARS WITH GSI

3 YEARS

PROFESSIONAL BIO

David Rodriguez is a full-stack developer with 15 years of experience building and managing public-facing digital platforms for South Florida's municipal and capital improvement programs. He has built and maintained portals for the BCPS SMART Bond and the City of Hollywood, and is proficient in WordPress, Granicus, and ADA-compliant web standards. David ensures the City's digital presence remains current, accessible, and mobile-first — supporting content updates on a 24-hour turnaround when needed.

KEY SKILLS

- WEB DEVELOPMENT
- WORDPRESS/CMS
- GRANICUS INTEGRATION
- PUBLIC FEEDBACK FORMS
- USER EXPERIENCE
- WEB COMPLIANCE (ADA)



TEAM & STAFFING

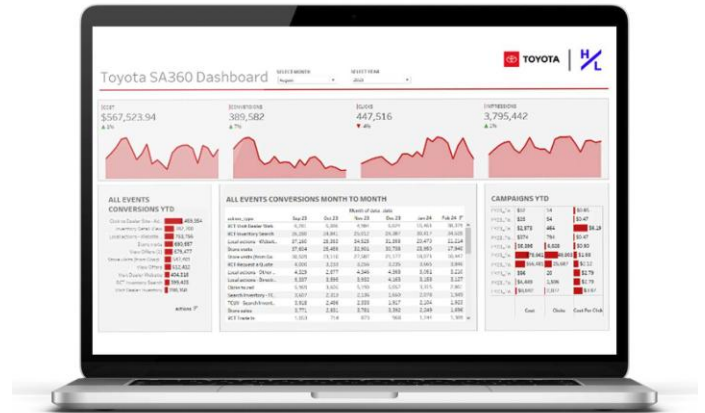


PARTNERING WITH H/L AGENCY

To ensure the City of Lauderhill receives broad reach, data intelligence, and media efficiency, Garth Solutions, Inc. (GSI) has partnered with H/L Agency as a strategic subconsultant. H/L brings a strong South Florida presence and a deep bench of local marketing talent and will act as a force multiplier for GSI’s in-house team, providing scalable, specialized support in the following key areas:

MEDIA PLANNING & ACTIVATION

H/L provides an in-house media buying with deep expertise across digital platforms, programmatic advertising, social media, and connected TV (CTV). Their hyper-local market expertise and established vendor relationships will ensure Lauderhill’s advertising budget is negotiated effectively to secure the best pricing, added value, and high-impact placements.

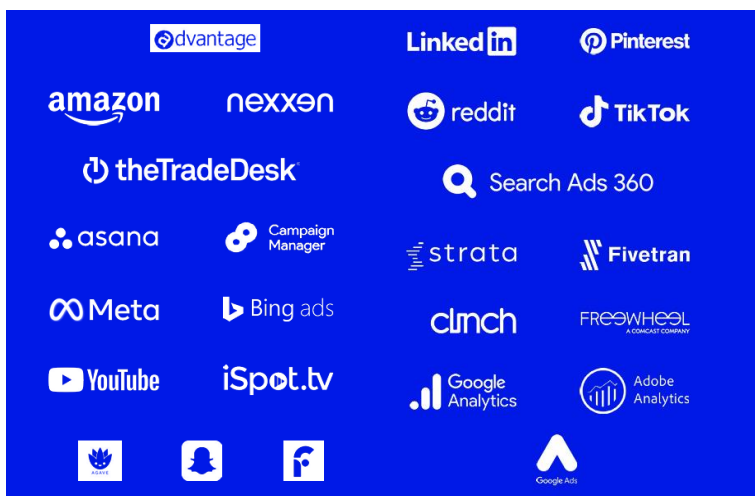


ADVANCED ANALYTICS & ENGINEERING

Their Analytics and Engineering team will process campaign data into easy-to-understand, real-time dashboards. This continuous feedback loop will allow GSI and the City to make data-driven decisions and optimize ongoing campaigns for maximum return on investment.

DESTINATION MARKETING

H/L brings extensive experience promoting cultural venues and public events, with proven methods for driving interest and attendance through targeted regional media campaigns.





TECHNICAL APPROACH

UNDERSTANDING OF CITY NEEDS

The City of Lauderhill requires an Agency of Record capable of providing ad-hoc, adaptive, and highly flexible support to supplement existing staff. As communications needs shift rapidly, from ongoing governance to emerging public safety updates or capital improvement initiatives, the City needs a partner that can respond to these dynamic demands with speed, structure, and consistency.

COMMUNICATION STRATEGY DEVELOPMENT

The scope of this RFQ is structured around specific service categories delivered on an as-needed basis, and GSI is prepared to deliver on every one of them. At the same time, we believe the City will see the greatest return on these services when they are guided by a clear understanding of who is being reached, what matters to them, and which platforms and formats are most effective for each group.

Upon contract initiation, GSI will conduct a structured communications assessment that maps the City's priority stakeholder groups to their specific concerns and preferred channels. That assessment will inform how we plan, create, and distribute content across every service area in the scope of work.

Example Stakeholder Groups

FAMILIES & YOUTH

ELDERLY POPULATION

RESIDENTS & HOAS

LOCAL BUSINESSES

VISITORS & INVESTORS

For Lauderhill, this means accounting for a multilingual, multigenerational population, a deep annual events calendar, and Commission priorities spanning public safety, health and wellness, beautification, economic opportunity, and fiscal accountability. Rather than treating service requests as isolated tasks, every deliverable will be informed by a strategic framework that connects it to the City's broader communications goals.



TECHNICAL APPROACH

UNDERSTANDING OF CITY NEEDS



SERVICE INTEGRATION

Digital and media services generate the highest return when they operate as a cohesive system rather than isolated tactics. A single City event, for example, can produce a variety of deliverables, each of which reinforces the whole.

GSI will plan for that integration from the start. By coordinating photography, videography, social media, media buying, content creation, and print design under one team with shared timelines and a unified message, we will ensure that every piece of content reinforces the City's narrative across channels and audiences.

COLLABORATION & CAPACITY BUILDING

GSI will operate as both a service provider and a capacity-building partner to the City's internal communications team. Beyond executing deliverables on an as-needed basis, we will equip City staff with templates, asset libraries, and standardized production tools they can use independently between engagements. Where desired, we will provide hands-on training to help internal staff scale their own content output using the resources we develop together.

This approach ensures the City builds lasting capability over time, not just a dependency on an outside vendor. Our account structure supports this model through a single point of contact, weekly status meetings, and a shared content calendar updated weekly, so both teams stay aligned on priorities, timelines, and upcoming needs.





TECHNICAL APPROACH

FORMAT OF THE FOLLOWING PAGES

The following pages are organized to mirror the Statement of Work (Section 2) while addressing the Technical Approach requirements outlined in Section 3.5 of the RFQ. Each service section follows a consistent format: a description of GSI's approach, example applications and tactics, relevant experience, tools and technology, core workflow, and assigned personnel. This structure is designed to make it easy for evaluators to locate specific information across service areas.

CONNECTION TO INITIATIVE CATEGORIES

The RFQ's scope of work defines what services the City needs. Equally important is understanding when and why those services will be called on. Based on our experience serving municipalities across South Florida and our familiarity with Lauderhill's events calendar, Commission activity, and public-facing programs, we have identified a set of recurring initiative categories that represent the primary contexts in which the City communicates with its stakeholders:

CAMPAIGNS	Targeted public information and awareness initiatives	MEETINGS	Governance, committees, and public record activities
PROJECTS	Capital improvements and infrastructure	ALERTS	Routine, specific, or urgent operational notices
PROGRAMS	Ongoing City services and commission initiatives	PARTNERSHIPS	Collaborations with intersecting local entities
EVENTS	Time-specific community gatherings and ceremonies	BRANDING	Municipal identity, reputation management, civic pride

These categories appear throughout the following service sections to show how each capability applies across different types of City communications as part of a connected, strategic system.



TECHNICAL APPROACH



PHOTOGRAPHY SERVICES

GSI will provide professional photography services that serve as the City's visual record, documenting Lauderhill's community life, Commission activity, and evolving infrastructure. We treat photography as a strategic asset, not a one-time task. Every shoot will be planned to produce images that reinforce the City's broader messaging efforts across social media, print, web, and press channels.

EXAMPLE APPLICATIONS & TACTICS

EVENTS & PROGRAMS

Candid community engagement images, as well as stationary "photo booth" experiences or step-and-repeat setups.

PROJECTS

Documentation for capital improvements using both on-site photos and aerial drone coverage to show progress.

MEETINGS

Formal compositions of officials, key agenda moments, and public feedback during Commission meetings, advisory boards, awards, and proclamations.

BRANDING

High-quality production photography, including staged shots, formal portraits, and staff and/or departmental headshots.

PRIMARY CATEGORIES

EVENTS

PROGRAMS

MEETINGS

PROJECTS

BRANDING

FORMAT

- Drone/Aerial
- 360° / Panoramic
- UHD / 4K / 8K
- HDR / SDR
- Wide-angle
- Portrait

CHANNELS

- Instagram
- Facebook / Meta
- Website
- Presentation
- Print
- Press

RELEVANT EXPERIENCE

Broward County Public Schools

Ongoing documentation of construction progress and ribbon cuttings.

Boca Raton Airport Authority

Event photography, portraits, and marketing collateral.

City of Cooper City

Professional photography and drone footage for multi-platform use.





TECHNICAL APPROACH



PHOTOGRAPHY SERVICES

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

HARDWARE

- ✓ **Cameras and Lenses**
Professional-grade DSLR and mirrorless
- ✓ **Studio-grade Flashes and Lighting**
With rigs for staged portraits
- ✓ **Photography Drones**
FAA-compliant for aerial project documentation
- ✓ **360° Camera**
Capable of up to 8K resolution

SOFTWARE

- ✓ **Adobe Creative Suite (Lightroom and Photoshop)**
Professional photo editing, retouching, and asset management
- ✓ **Kuula Virtual Tour Software**
Interactive 360-degree virtual tours for facilities, parks, and project sites

KEY EXPERTISE



Bryan Adams

Photography, drone piloting, and post-production



Eric Bollmann

Visual storytelling, photography, drone operation, and live event lighting and logistics

CORE WORKFLOW

PLANNING

Develop tailored shot lists in coordination with City staff prior to an event to align on intentions and avoid inefficiencies

ON-SITE / DAY-OF

Execute shot list with on-site coordination, adapting to real-time event developments

POST-SHOOT

Rapid ingest, selection, color correction, and exposure optimization for all assets.

DELIVERY & MANAGEMENT

Provide high-resolution digital images within the required 48-72 hours of each event. All assets are tagged and archived in a structured, cloud-based digital image library for on-demand City access and Sunshine Law public records compliance.



TECHNICAL APPROACH



VIDEOGRAPHY SERVICES

Video is often the most effective way to reach residents who consume media on mobile devices. GSI provides professional, on-site videography that transforms complex municipal proceedings and community events into accessible, platform-native content. We approach video production as a strategic storytelling tool, ensuring every asset supports the City's broader communication goals.

EXAMPLE APPLICATIONS & TACTICS

EVENTS & PROGRAMS

Comprehensive on-site coverage for City-sponsored events and partnership programs to produce event recap videos and testimonial/interview-style content.

PROJECTS

Capital improvement progress and infrastructure milestones through shared with the public through dynamic drone footage and on-site videography.

MEETINGS

Transforming lengthy Commission proceedings into impactful highlight clips of key votes, budget milestones, and resident recognition for social distribution.

CAMPAIGNS & ALERTS

High-quality promotional videos for City initiatives and clear, timely Public Service Announcements (PSAs).

RELEVANT EXPERIENCE

Miami-Dade County Public Schools (ESSER Attendance Campaign)

Produced broadcast-quality video assets and Public Service Announcements optimized for social media and television.

Broward County Public Schools (SMART Program)

Ongoing production of professional-grade video updates, documentary-style progress videos, and drone footage.

City of Cooper City

Professional video production and drone footage tailored for use across multiple municipal platforms.

PRIMARY CATEGORIES



EVENTS



PROGRAMS



MEETINGS



PROJECTS



CAMPAIGNS



ALERTS

FORMAT

- Long-form
- Short-form
- Vertical
- Reels / Stories
- Animations
- B-roll

CHANNELS

- Facebook / Meta
- Instagram
- YouTube
- TikTok
- Website
- Presentation





TECHNICAL APPROACH



VIDEOGRAPHY SERVICES

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY



HARDWARE

- ✓ **Cameras and Lenses**
Professional-grade DSLR and mirrorless with 4K and 8K resolutions
- ✓ **Videography Drones**
FAA-compliant for aerial footage
- ✓ **Studio-grade Lighting**
With rigs for staged interviews and testimonials
- ✓ **Professional Microphones**
Lavalier, shotgun, and handheld options for interviews, events, and field recording
- ✓ **Stabilization Gimbal**
For stabilized movement shots during live events and walk-throughs

SOFTWARE

- ✓ **Adobe Creative Suite (Premiere Pro and After Effects)**
For non-linear video editing and custom motion graphics and animations.

EXPERTISE

	Bryan Adams	Videography, video production, drone piloting, and audio engineering.
	Eric Bollmann	Visual content creation, video production, post-production editing, and live event A/V logistics.

CORE WORKFLOW

PLANNING

Plan every shoot with the full range of deliverables in mind. A single event can yield multiple assets, such as a full YouTube recap, 30-second digital edit, vertical social media reels, and B-roll.

ON-SITE / DAY-OF

Multiple cameras, drones, mics, and lighting are deployed to ensure full and multi-faceted coverage.

POST-SHOOT

Editing, motion graphics, and audio engineering.

Production baseline includes bold, on-screen captions by default, dynamic pacing, and platform-native aspect ratios.

DELIVERY & MANAGEMENT

All raw footage is archived and cataloged by date and event type, ensuring the City retains full ownership, immediate access and remains in compliance with all applicable regulations.



TECHNICAL APPROACH



SOCIAL MEDIA ADVERTISING & MANAGEMENT

Social media is the frontline of municipal communication. We build data-driven campaigns that translate complex city initiatives into accessible, engaging digital content. GSI will manage the City's social media presence as an integrated program combining organic content strategy, daily publishing, and targeted paid amplification, all coordinated through a shared content calendar with built-in approval workflows.

EXAMPLE APPLICATIONS & TACTICS

CAMPAIGNS

Targeted paid social advertising with precise audience targeting to drive participation for specific initiatives.

PROJECTS

Updates on capital improvements through before-and-after visuals and neighborhood-specific content.

EVENTS

Cultural programming, town halls, and community gatherings shared via formats like short-form video and carousels.

PROGRAMS

Platform-native posts for ongoing City services, Commissioner-led initiatives, and utility rebate programs.

ALERTS

Time-sensitive public safety updates, emergency preparedness messaging, and real-time notices.

BRANDING

Consistent visual identity and proactive storytelling that reinforces Lauderhill's civic pride and cultural character.

RELEVANT EXPERIENCE

City of Cooper City

Managed social media strategy, cross-platform publishing, and content designed to build public trust.

Boca Raton Airport Authority

Directed daily social media marketing, content creation, and a year-long 75th Anniversary campaign.

PRIMARY CATEGORIES

CAMPAIGNS

PROJECTS

EVENTS

PROGRAMS

BRANDING

ALERTS

FORMAT

- Text Updates
- Graphic Posts
- Images
- Videos
- Carousels
- Cross-posts
- Paid Advertising

CHANNELS

- Facebook / Meta
- Instagram
- YouTube
- TikTok
- LinkedIn
- Emerging Platforms



TECHNICAL APPROACH



SOCIAL MEDIA ADVERTISING & MANAGEMENT

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Sprout Social Management Platform**
Central platform for scheduling, engagement, and analytics
- ✓ **Social Media Platforms**
Optimized activity, content, and tailored strategies
- ✓ **Canva Templates and Branding**
To equip the City's Communications team with quick on-the-go solutions
- ✓ **Compliance Integration**
Integration with the City's designated social media archiving platform

EXPERTISE

	Katy Seymour	Develops data-driven strategies, manages day-to-day content, executes paid campaigns, and tracks performance through advanced analytics.
	Cindy Diaz	Crafts compelling, audience-targeted messaging across digital channels, ensuring copy is optimized for specific platforms.
	Bryan Adams	Creates engaging content like videos and animations to bolster messaging.

CORE WORKFLOW

PLANNING

Establishing core messaging themes, defining target audiences, and evaluating emerging platforms to ensure relevance and maximum reach.

CONTENT CREATION

Developing a mix of ongoing organic content and targeted paid social advertisements, while managing real-time engagement and community response.

Batching weekly content and providing in the content calendar for easy review and approval.

OPTIMIZATION

Monitoring live campaigns daily to refine audience targeting, adjusting creative elements and ad sets based on real-time data to maximize ROI.

REPORTING & ANALYTICS

Delivering weekly active-spend snapshots and comprehensive post-campaign reports connecting social media performance to concrete City outcomes.



TECHNICAL APPROACH



MEDIA BUYING SERVICES

Lauderhill’s residents consume media across a highly diverse range of channels, languages, and formats. Effective media buying requires an understanding of which channels reach specific demographics. We build highly targeted, cross-channel media plans that maximize the impact of the City’s advertising budget across broadcast, digital audio, programmatic online, and physical out-of-home placements.

EXAMPLE APPLICATIONS & TACTICS

CAMPAIGNS & PROGRAMS

Geofenced and location-based programmatic advertising to drive targeted awareness for specific civic initiatives and programs.

PROJECTS

Targeted digital ads to neighborhoods and out-of-home placements along high-traffic corridors to highlight progress and opportunities.

EVENTS

Promotion for cultural programming like LPAC performances and festivals through CTV and local radio, including targeted Caribbean and Haitian Creole stations.

ALERTS

Immediate public safety and severe weather messaging through established relationships with local broadcast television and radio networks for.

PRIMARY CATEGORIES

CAMPAIGNS

PROGRAMS

PROJECTS

EVENTS

ALERTS

FORMAT

- Television / CTV
- Radio
- Digital Displays
- Billboards
- Search Engines
- Streaming / OTT
- Transit Stops

STRATEGIC CHANNELS

HIGH-TRAFFIC CORRIDORS

- State Road 7/US 441
- Oakland Park Boulevard
- Sunrise Boulevard
- NW 56th Avenue
- CAE District

BROADCAST & CABLE

- WPLG (Local 10/ABC)
- WSVN (7News/FOX)
- WTVJ (NBC 6)
- WSFL (CW39)
- South Florida PBS (WPBT)

LOCAL AM/FM

GENERAL MARKET

- 99 JAMZ
- Hits 97.3
- Big 105.9

CARIBBEAN

- WAVS
- VotC

HAITIAN CREOLE

- WSRF
 - WLRN
- (Radyo Lekol, SotC)

SEARCH / SOCIAL

- Google
- Facebook
- Instagram
- LinkedIn
- TikTok

DIGITAL AUDIO

- Spotify
- Pandora
- iHeartRadio

PROGRAMMATIC CTV

OTT INVENTORY





TECHNICAL APPROACH



MEDIA BUYING SERVICES

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Facebook Ads Manager (Meta)**
Targeting on Facebook, Instagram, and Messenger
- ✓ **Google Ads**
Massive reach through search, display, and YouTube advertising
- ✓ **Programmatic Platforms**
Access to premium digital inventory, streaming audio, and connected TV (CTV)
- ✓ **Reporting Dashboards**
Real-time data visualization platforms to translate complex metrics into easy-to-understand formats.

EXPERTISE



Deniece Williams Leads overall media strategy and advertising campaign development, ensuring every paid media dollar is placed strategically and reported transparently.



Chloe Colmenares Manages day-to-day media operations, coordinates schedules, traffics assets, and tracks performance across channels.



H/L Agency Provides a deep bench of local media buyers and a centralized digital platform to amplify in-house media planning, activation, and advanced data analytics.

CORE WORKFLOW

PLANNING

Establish core messaging themes and define target audiences, collaborating with our strategic partner, H/L Agency, to build data-driven, cross-channel media plans.

ACTIVATION

Execute buys directly, efficiently trafficking assets across broadcast, digital audio, programmatic online, and physical out-of-home placements.

OPTIMIZATION

Monitor live campaigns daily to refine audience targeting, renegotiating rates and/or shifting budget between channels mid-flight based on performance data.

REPORTING & ANALYTICS

Deliver active-spend snapshots and comprehensive post-campaign reports connecting media performance to concrete City outcomes.



TECHNICAL APPROACH



CONTENT CREATION (AD-HOC)

Lauderhill's communications needs shift week to week, requiring the ability to produce timely, platform-appropriate materials without bottlenecking the City's internal teams. We provide scalable, on-demand content creation that bridges the gap between proactive campaign planning and rapid-response municipal needs. By developing modular content systems, we adapt a single core asset across multiple formats to extend its reach and reduce production time.

EXAMPLE APPLICATIONS & TACTICS

CAMPAIGNS

Versatile reusable Campaign Kits containing templates and boilerplate copy for initiatives like a health and jobs expo or a cultural event series, enabling rapid usage and deployment.

ALERTS

Producing on-demand, rapid-response graphics and written content for public safety updates, severe weather advisories, and maintenance of traffic within 24 to 72 hours.

PROJECTS

Developing motion graphics and both short- and long-form video content to visually communicate infrastructure timelines and project milestones.

EVENTS & PROGRAMS

Crafting plain-language blog posts, email newsletter templates, and accessible infographics for ongoing services and health/wellness initiatives.

PRIMARY CATEGORIES

CAMPAIGNS

ALERTS

PROJECTS

EVENTS

PROGRAMS

FORMAT

- Text Updates
- Graphic Posts
- Images
- Videos
- Carousels
- Cross-posts
- Paid Advertising

CHANNELS

- Facebook / Meta
- Instagram
- YouTube
- TikTok
- LinkedIn
- Emerging Platforms

RELEVANT EXPERIENCE

City of Lauderhill (RISE GO Bond)

Created a comprehensive suite of rapid-response campaign materials, including infographics, presentations, and print/digital ads.

Boca Raton Airport Authority

Produced consistent, batched content including fact sheets, email newsletters, and digital updates.

City of Hollywood

Developed ongoing written, visual, and multimedia content including newsletters, construction alerts, and community engagement materials.





TECHNICAL APPROACH







CONTENT CREATION (AD-HOC)

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Canva Templates**
To equip the City's Communications team with quick on-the-go solutions
- ✓ **Adobe Creative Suite (Illustrator and Photoshop)**
Professional graphic design, layout, and digital ad production
- ✓ **Constant Contact / Mail Chimp**
Responsive email newsletter templates optimized for mobile readability and seamless integration with the City's existing distribution platforms
- ✓ **Survey Monkey / Typeform**
Customizable survey and feedback tools for resident engagement, event follow-up, and community input collection

EXPERTISE

	Cindy Diaz	Compelling, plain-language written content, blog posts, and newsletter copy designed for accessibility and bilingual adaptation
	Maja Johansen	Modular templates, infographics, and social media graphics, ensuring strict adherence to brand standards
	Bryan Adams	Rapid-turnaround short-form video, complex motion graphics, and animated digital ads
	Eric Bollmann	

CORE WORKFLOW

INTAKE

Utilize a structured intake workflow that triages requests into rapid response tracks for same-day urgent materials and planned campaign tracks for larger creative sets.

PRODUCTION

Develop a balance of planned and batched content for steady engagement with agile, on-demand capacity to accommodate shifting needs and urgent public information requests.

VERSIONING

Maximize production efficiency with assets that seamlessly adapt into multiple forms (e.g., Facebook infographic, an Instagram story, an animated digital ad, and a static website banner).

ASSET MANAGEMENT

Archive all completed templates, graphics, and written copy in a centralized, tagged digital library for immediate City access and future adaptation.



TECHNICAL APPROACH



PRINT DESIGN SERVICES

Print remains an essential communication channel for reaching seniors, households with limited broadband access, and residents who engage primarily through physical touchpoints. We design impactful, accessible print materials that translate complex municipal data into clear visual narratives. Our designs bridge the physical-to-digital gap, utilizing trackable elements like QR codes to drive residents from printed collateral directly to online portals and event registrations.

EXAMPLE APPLICATIONS & TACTICS

PROGRAMS & CAMPAIGNS

Informational brochures, flyers, and direct mail pieces to drive participation in City services and support targeted initiatives.

BRANDING

Highly visual, data-driven Annual Reports and performance documents that support fiscal transparency and accountability priorities.

PROJECTS

Logistical street signs and construction signage for capital improvement awareness and maintenance of traffic (MOT) needs.

EVENTS

Cohesive event programs, pamphlets, step-and-repeat banners, and directional signage for gatherings, festivals, and performances.

RELEVANT EXPERIENCE

City of Lauderhill (RISE Go Bond)

Designed direct mail, flyers, and presentation materials to communicate complex infrastructure plans to diverse neighborhoods.

Boca Raton Airport Authority

Produced various print collateral and branded merchandise, including a full-length coffee table book for the Airport's 75th Anniversary Campaign.

City of St. Petersburg (Vision 2050)

Developed print materials, mailers, handouts, and community engagement collateral to support a citywide planning initiative.

PRIMARY CATEGORIES

CAMPAIGNS

BRANDING

PROJECTS

EVENTS

PROGRAMS

FORMAT

- Flyers
- Direct Mail
- Posters
- Signage
- Branded Merch
- Reports
- Brochures
- Programs
- Fact Sheets

CHANNELS

- Direct Mail
- In-Person/Events
- City Facilities
- Community Centers



TECHNICAL APPROACH



PRINT DESIGN SERVICES

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Canva Templates**
To equip the City's Communications team with quick on-the-go solutions
- ✓ **Adobe Creative Suite (Illustrator, InDesign, & Photoshop)**
Professional photo editing, retouching, and asset management
- ✓ **Design Library**
source files alongside final print-ready PDFs in the City's centralized digital library for future access and modifications

EXPERTISE



Cindy Diaz

Written copy for print constraints, ensuring brochures, direct mail, and annual reports are easily digestible.



Maja Johansen

Print design production, brand identity, and layout design, ensuring all physical collateral meets the City of Lauderhill's brand standards.

CORE WORKFLOW

MODULAR DESIGN

Build reusable templates for recurring needs to enable fast versioning of flyers and posters without requiring full, ground-up redesigns.

ACCESSIBLE & MULTILINGUAL

Ensure all print layouts utilize accessible type sizing for senior residents and easily accommodate multilingual translations.

PRODUCTION

Deliver final assets with proper bleed, trim, and color specifications to ensure seamless handoffs to the City's designated printers.

COST MANAGEMENT

Separate print production and physical printing costs entirely from design fees, providing clear and transparent billing in strict accordance with City requirements.



TECHNICAL APPROACH



PROJECT MANAGEMENT & COLLABORATION

Effective project management is not a standalone service, but the central operating system that ensures photography, videography, social media, and design function as a cohesive communications unit. GSI will provide a structured yet flexible management framework that keeps the City's internal communications team informed and in control, without requiring them to actively manage the agency's day-to-day production.

EXAMPLE APPLICATIONS & TACTICS

MEETINGS

Weekly or bi-weekly status meetings with the City communications team to review ongoing projects, discuss upcoming events, and coordinate deadlines.

CAMPAIGNS

Establish production timelines, review periods, and scheduled posts within a centralized calendar, working backwards from hard launch dates

PROJECTS

Strict version control and routing protocols for high-stakes deliverables, ensuring proper oversight before any asset reaches the public.

ALERTS

Rapid-intake protocols to triage and produce time-sensitive public information outside of the standard weekly workflow.

PRIMARY CATEGORIES

MEETINGS

CAMPAIGNS

PROJECTS

ALERTS

FORMAT

- In-person Meeting
- Virtual Meeting
- Agendas
- Meeting Minutes
- Project Portal
- Reports
- Presentations
- Dashboards

CHANNELS

- Email
- Microsoft Teams
- Zoom
- Notion
- Sprout Social
- Wrike
- Google Analytics

RELEVANT EXPERIENCE

City of Lauderhill (RISE Go Bond)

Managed complex deliverable timelines, multiple stakeholder approvals, and rapid-response workflows across various City departments.

Boca Raton Airport Authority

Facilitated regular status meetings, content calendars, and cross-channel campaign coordination for ongoing marketing.

Broward County Public Schools (SMART Program)

Maintained strict accountability, reporting, event logistics, and project management for a high-volume, multi-year public program.





TECHNICAL APPROACH



PROJECT MANAGEMENT & COLLABORATION

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Notion Project Portal / Dashboard / Calendar**
Customized client space to serve as a central dashboard, providing City staff with real-time visibility into project statuses, assets, and performance
- ✓ **Microsoft Teams / Zoom**
Communication and collaboration channels for flexible, face-to-face status meetings and rapid coordination
- ✓ **Google Calendar / Outlook Calendar**
Real-time tracking of upcoming events, meetings, recurring tasks, project milestones and other time-bound commitments
- ✓ **Sprout Social**
Social media content calendar and automated cross-platform publishing
- ✓ **ADP Portal**
Centralized invoicing and billing platform for transparent documentation

EXPERTISE

	Brent Campbell	Primary point of contact, status meetings, and coordinating assignments across the internal production team.
	Paige Sclar	Scheduling and deliverable tracking. Serves as a reliable secondary contact for City staff.
	Noelgy Garcia	Workflow management, compliance documentation, and resource allocation.
	Dhorka Gonell	Compliance documentation, contract administration, budget reconciliation, and regulatory adherence.

CORE WORKFLOW

STATUS MEETINGS

Circulating a shared agenda prior to weekly or bi-weekly meetings to review deliverable status, address concerns, and capture action items for immediate deployment.

CONTENT CALENDAR

Maintaining a comprehensive, forward-looking calendar that aggregates scheduled social media posts, planned advertising campaigns, event coverage, and production milestones into a single, accessible view.

DELIVERABLE MANAGEMENT

Centralize all new requests through a unified intake process, evaluating content needs, and establishing clear timelines and dependencies before production begins.

BUDGET & INVOICING

Provide transparent, itemized invoicing aligned to approved scopes of work. All media buying costs, production fees, and pass-through expenses will be documented separately, with summaries available for City review and audit.



TECHNICAL APPROACH

CONTENT CALENDAR

GSI will develop and maintain a comprehensive, cloud-based content calendar shared with City staff and updated weekly. The calendar covers all scope areas in a single view: scheduled social media posts, planned paid campaigns, upcoming events requiring photo or video coverage, content production timelines, print deadlines, and key milestones. Each entry includes the deliverable, responsible team member, current status (draft, in review, approved, scheduled, published), target date, and any City approval dependencies.

03 JUNE	04 JUNE	05 JUNE	06 JUNE	07 JUNE
<p>City Commission Meeting On-site photography and video coverage</p> <p> Confirmed</p> <p>Get Active Lauderhill Wellness challenge update graphic for social Final design in CRA review</p> <p> Pending Approval</p> <p>Details</p>	<p>Commission Meeting Recap Social post with highlight photos</p> <p> In Production</p> <p>Spotlight Newsletter Layout Summer issue design sent to print vendor</p> <p> Approved, Sent to Print</p> <p>Details</p>	<p>Bond Progress Video 30-sec parks improvement update for social</p> <p> Draft</p> <p>Community Survey Radio Spot 15-sec audio ad trafficking to WAVS and WSRF</p> <p> Live</p> <p>Details</p>	<p>Jazz Under the Stars CTV Programmatic video ad launch for LPAC show</p> <p> Scheduled</p> <p>Neighborhood Improvement Drone Shoot Before-and-after for bond project</p> <p> Confirmed</p> <p>Details</p>	<p>Weekly Status Meeting Agenda circulated, prior week action items reviewed</p> <p> Recurring</p> <p>Health Housing & Jobs Expo Event program and directional signage to printer</p> <p> In Review</p> <p>Details</p>

QUARTERLY PRE-POPULATION

At the start of each quarter, known recurring events, Commission meeting dates, cultural programming, LPAC performances, and anticipated campaign windows are loaded into the calendar. New requests are added through the intake workflow as they arise.

The background of the page is a detailed architectural site plan. It features a large central circular area, possibly a courtyard or plaza, surrounded by various buildings, walkways, and landscaping elements like trees and shrubs. The drawing is in a light, technical style with fine lines and some hatching for shading.

TAB 3

SPECIFIC RELATED EXPERIENCE

- **SPECIFIC RELATED EXPERIENCE**
- **WORK SAMPLES / PORTFOLIO (RFQ Section 3.6)**



MUNICIPAL WORK SAMPLES



CITY OF LAUDERHILL GO BOND REFERENDUM CAMPAIGN

PRIME

ADDRESS	5581 W. Oakland Park Blvd., Lauderhill, FL 33313	CONTRACT START DATE	January 2026
TELEPHONE	(954) 739-0100	CONTRACT END DATE	Ongoing

The City of Lauderhill engaged GSI to develop and execute the pre-referendum communications strategy for RISE Lauderhill, the \$65 million General Obligation Bond focused on Roads, Infrastructure, Safety, and Environment. In collaboration with City staff, GSI created the campaign from the ground up, including the RISE name, brand identity, and a rapid voter engagement strategy executed within an approximately three-month window from onboarding in December 2025 through the March 2026 election.



APPROACH & IMPLEMENTATION

Campaign Branding & Strategy

We developed the RISE Lauderhill brand — name, logo, visual identity, and core messaging architecture — framing a complex bond package into a clear, neighborhood-level value proposition. All materials reinforced that investments would deliver visible results without a tax rate increase.

Grassroots & Stakeholder Engagement

We planned and facilitated town halls with HOAs and strategic stakeholder groups across the City's neighborhoods, created presentation materials, and served as meeting facilitators. Outreach was supported by translated content and collateral distributed through the Lauderhill Spotlight newsletter and other channels.

Digital & Media Outreach

We executed a digital campaign including social media content, graphics, and community-facing communications designed to drive awareness and turnout for a single-day election with no early voting.

SERVICES PROVIDED

- Campaign Branding
- Identity Development
- Social Media
- Print Collateral
- Direct Mail
- Presentation Development
- Meeting Facilitation
- Community Outreach
- Stakeholder Engagement
- Photography
- Multilingual Materials



MUNICIPAL WORK SAMPLES

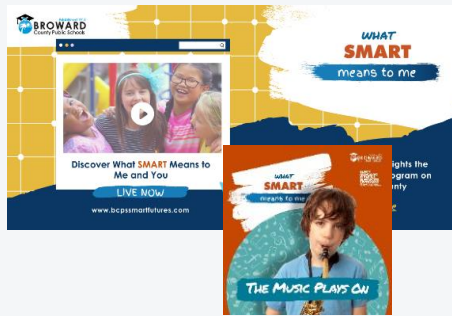


BROWARD COUNTY PUBLIC SCHOOLS
SMART PROGRAM COMMUNICATIONS

SUBCONSULTANT

ADDRESS	600 SE 3rd Ave, Fort Lauderdale, FL 33301	CONTRACT START DATE	June 2015
TELEPHONE	(754) 321-0000	CONTRACT END DATE	Ongoing

Broward County Public Schools engaged GSI to serve as the Communications Liaison for the SMART Program — a \$1.65 billion bond initiative to enhance learning environments across 232 schools. We were tasked with keeping the community, businesses, governance bodies, and the broader public informed of program progress, milestones, and impact.



APPROACH & IMPLEMENTATION

Stakeholder Outreach

We deliver monthly, quarterly, and annual program communications at the neighborhood level. Multilingual fact sheets, presentations, and school-based reports translate bond milestones into clear, localized impacts residents can see in their own communities.

Digital Communications & Content

We manage the program's full digital presence, including web, social media, and email, with all content compliant with Florida Sunshine Laws and ADA standards. Weekly site visits provide a steady pipeline of visual content documenting real construction progress with aerial drone photos and on-the-ground documentation.

Reporting & Accountability

We produce quarterly reports for the Bond Oversight Committee along with presentations, newsletters, and collateral that keep the public connected to how bond dollars are being spent.

SERVICES PROVIDED

- Social Media
- Content Creation
- Multilingual Materials
- Graphic Design
- Print Collateral
- Video Production
- Drone Documentation
- Email Newsletters
- Reporting
- Presentations
- Website Development



MUNICIPAL WORK SAMPLES

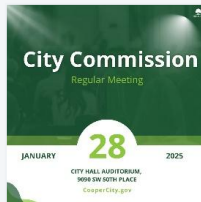


CITY OF COOPER CITY
SOCIAL MEDIA, WEBSITE, & GRAPHIC DESIGN

PRIME

ADDRESS	9090 SW 50th Place Cooper City, FL 33328	CONTRACT START DATE	October 2023
TELEPHONE	(954) 434-4300	CONTRACT END DATE	December 2025

The City of Cooper City selected GSI to lead its digital communications, including social media strategy, website management, graphic design, and public relations support. This engagement reflected the full-spectrum AOR model, with consistent content production, platform management, and multimedia support aligned to the City’s priorities and audience.



APPROACH & IMPLEMENTATION

Social Media Strategy & Content Management

We established and maintained a consistent social media presence through weekly scheduling, cross-platform publishing, timely community response, and messaging alignment. Content included graphics, announcements, and short-form video designed to build public trust and engagement.

Website Management & Multimedia Production

Working alongside City staff, we supported ongoing website updates while producing digital and print collateral, professional video, photography, and drone footage tailored for use across multiple platforms.

Media Relations & Community Communications

We managed press outreach, crafted releases, and distributed newsletters and email updates that kept residents connected to City Hall on a weekly basis.

SERVICES PROVIDED

- Social Media
- Website Development
- Graphic Design
- Video Production
- Drone Footage
- Email Newsletters
- Media Relations
- Press Releases
- Editorial Calendar



MUNICIPAL WORK SAMPLES

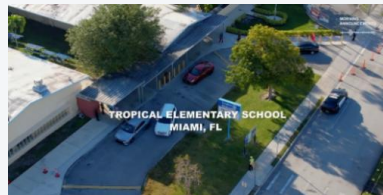


MIAMI-DADE PUBLIC SCHOOLS ESSER ATTENDANCE CAMPAIGN

PRIME

ADDRESS	1450 NE 2nd Avenue, Miami, FL 33132	CONTRACT START DATE	November 2023
TELEPHONE	(305) 995-1000	CONTRACT END DATE	June 2024

Miami-Dade County Public Schools selected GSI to lead a countywide multimedia campaign to locate and re-engage students lost to pandemic-related enrollment declines. We developed two targeted campaigns — #ShowUpMDCPS and #iAttendMDCPS — designed to reach at-risk families through accessible, inclusive messaging across digital and broadcast channels.



APPROACH & IMPLEMENTATION

Strategic Research & Targeted Messaging

We analyzed demographic and attendance data to identify under-enrolled schools and at-risk populations, then developed campaign messaging calibrated to resonate with students and families across the district's diverse communities.

Video Production & Media Outreach

We produced a suite of broadcast-quality video assets — optimized for social media and public broadcast — including PSAs with professional audio, captioning, and drone footage deployed across all platforms.

Community Partnerships & Localized Engagement

We partnered with community-based organizations to extend campaign reach, adapt materials to local contexts, and produce virtual school tours that helped families make informed re-enrollment decisions.

SERVICES PROVIDED

- Video Production
- Broadcast Media
- Social Media
- Campaign Branding
- Messaging Strategy
- Community Outreach
- Virtual Tours
- Data Analytics



MUNICIPAL WORK SAMPLES



CITY OF ST. PETERSBURG VISION 2050 CAMPAIGN

SUBCONSULTANT

ADDRESS	PO Box 2842, St. Petersburg, FL 33731	CONTRACT START DATE	August 2019
TELEPHONE	(727) 893-7111	CONTRACT END DATE	June 2020

The City of St. Petersburg selected GSI to lead public engagement for its Vision 2050 Plan — a citywide planning initiative inviting residents and stakeholders to shape a long-term vision for the community's future. We designed and executed an inclusive engagement strategy that sustained meaningful participation across neighborhoods, age groups, and formats throughout the planning process.



APPROACH & IMPLEMENTATION

Dynamic Community Engagement

We organized and participated in 45 events — from community meetings and neighborhood gatherings to classroom visits and after-school programs — with targeted efforts to engage youth through partnerships with Parks & Recreation sites and local colleges.

Digital & Virtual Outreach

When the pandemic limited in-person gatherings, we transitioned to virtual platforms, launching online surveys, interactive feedback tools, and unconventional formats including community pub crawls and digital campaigns to sustain momentum.

Strategic Communications

We developed branded materials, social media campaigns, press releases, and a project website — all designed to keep the public informed, engaged, and encouraged to provide input through each phase.

SERVICES PROVIDED

- Community Engagement
- Event Planning
- Surveys & Polls
- Social Media
- Campaign Branding
- Media Relations
- Press Releases
- Website Development
- Youth Outreach



MUNICIPAL WORK SAMPLES



BOCA RATON AIRPORT AUTHORITY
MARKETING & PUBLIC RELATIONS

PRIME

ADDRESS	903 NW 35th St, Boca Raton, FL 33431	CONTRACT START DATE	January 2023
TELEPHONE	(561) 391-2202	CONTRACT END DATE	Ongoing

The Boca Raton Airport Authority selected GSI to lead two concurrent efforts: ongoing PR and marketing support for the airport, and the planning and execution of its 75th Anniversary campaign. We worked in close collaboration with BRAA staff and board members to deliver a comprehensive suite of campaign and communications services spanning event planning, media coordination, content development, video production, and day-to-day marketing operations.



APPROACH & IMPLEMENTATION

75th Anniversary Campaign

We designed and executed a year-long campaign to deepen the Airport's community connection and expand visibility among elected officials, business leaders, and cultural institutions — culminating in a year-end gala celebrating BRAA's legacy and contributions.

Ongoing Marketing & PR

Beyond the campaign, we manage BRAA's full marketing and public relations operation — media relations, social media, content creation, photography, email newsletters, and event support — ensuring the Airport's work remains visible and relevant across platforms.

SERVICES PROVIDED

- Campaign Strategy
- Social Media
- Content Creation
- Website Development
- Video Production
- Photography
- Event Planning
- Media Relations
- Press Releases



MUNICIPAL WORK SAMPLES

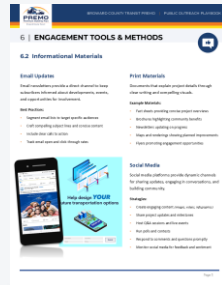
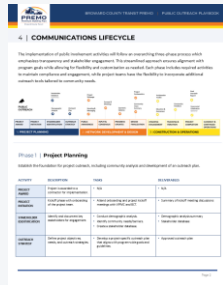


BROWARD COUNTY TRANSIT
PREMO PROGRAM PUBLIC OUTREACH

SUBCONSULTANT

ADDRESS	1 N. University Dr., Ste 3100A, Plantation, FL 33324	CONTRACT START DATE	September 2024
TELEPHONE	(954) 357-8400	CONTRACT END DATE	Ongoing

GSI is providing strategic communications and stakeholder coordination for Broward County Transit’s Premium Mobility Plan (PREMO), a multi-billion-dollar initiative adding over 200 miles of high-capacity transit to the existing network. We work closely with BCT to ensure broad stakeholder participation, build public trust, and educate residents across this decades-long transportation network expansion.



APPROACH & IMPLEMENTATION

Strategic Foundations

To establish a unified direction for this 15-to-30-year initiative, GSI developed the program’s foundational Public Outreach Playbook and Stakeholder Management Guide. These tools ensure consistent, effective messaging across all 14 major corridors and provide a clear framework for engaging diverse community audiences.

Ongoing Community Engagement

We manage continuous public communications to educate residents on the four new premium transit modes: Commuter Rail, Light Rail Transit, Bus Rapid Transit, and High-Frequency Bus Service. Our outreach strategies focus on building public understanding of the plan’s long-term impacts, including reduced congestion, economic growth, and enhanced community connectivity.

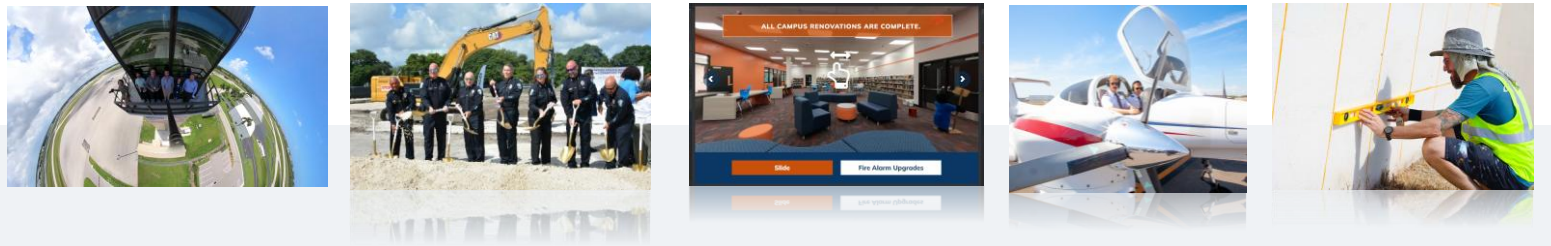
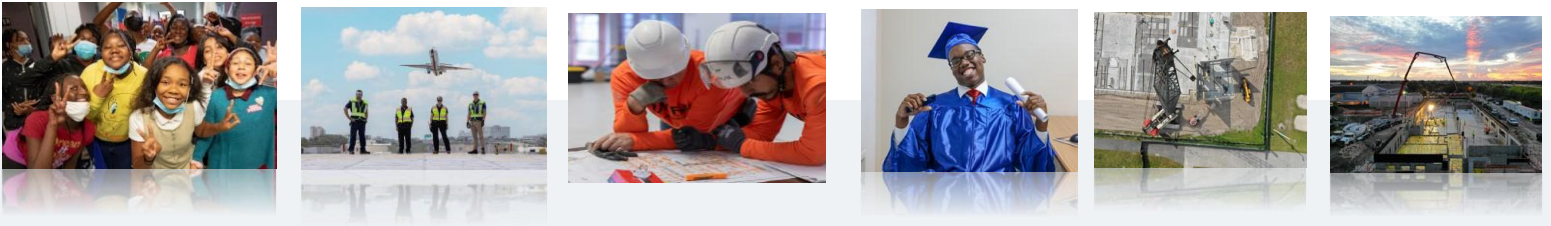
SERVICES PROVIDED

- Strategic Communications
- Public Outreach Strategy
- Stakeholder Coordination
- Playbook Development
- Community Engagement
- Education Campaigns

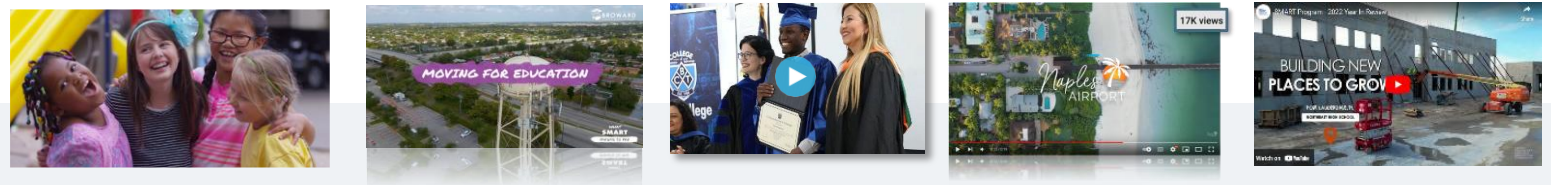


WORK SAMPLES / PORTFOLIO

PHOTOGRAPHY



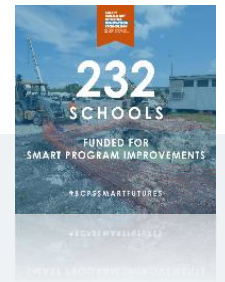
VIDEOGRAPHY



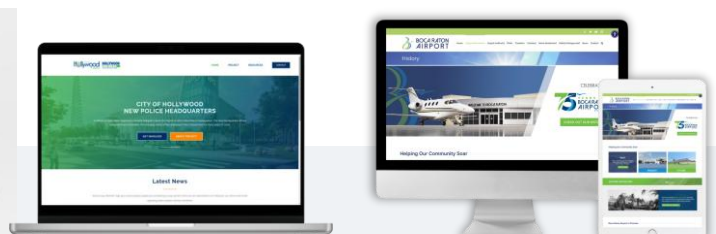


WORK SAMPLES / PORTFOLIO

SOCIAL MEDIA CAMPAIGNS



WEBSITE DESIGN / REDESIGN PROJECTS



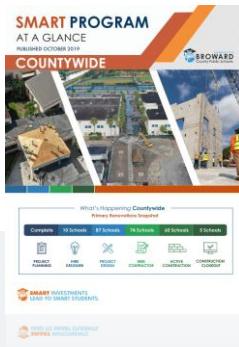


WORK SAMPLES / PORTFOLIO

MEDIA BUYING CAMPAIGNS



PRINT DESIGN





TAB 4

ABILITY TO PERFORM

- **SIGNED PERFORMANCE MEASURES**
- **ABILITY TO PERFORM – PROJECT EXAMPLES**
- **PRICING PROPOSAL (RFQ SECTION 3.7)**



SIGNED RFQ PERFORMANCE MEASURES

PERFORMANCE MEASURES

Contractor performance will be evaluated based on, but not limited to:

- 1. Meeting agreed-upon deadlines
- 2. Ability to perform all agreed-upon work
- 3. Production of quality workmanship
- 4. Adherence to agreed-upon pricing

Failure to meet performance standards may result in sanctions, including removal from the Contractor Roster.

The undersigned certifies that they are legally authorized to bind the firm to the terms of this RFQ and that they have examined the RFQ documents and agree to fulfill all requirements if selected.

Company Name: Garth Solutions, Inc.

Address: 5595 Orange Drive, Suite 202, Davie, FL 33314

Telephone: 954-727-3001 Fax: 954-727-3040 Cell: 954-547-1920

Print Name: Yvonne Garth Email: bd@garthsolutions.com

Federal Tax ID: 02-0787274

Authorized Signature: *y*



PROJECT MANAGEMENT & COST CONTROL



BROWARD COUNTY AVIATION DEPARTMENT FLL INDUSTRY DAY

GSI provided pre-event logistics support and promotional multimedia production for BCAD’s inaugural FLL Industry Day at the Broward County Convention Center. The event connected prime vendors with subcontractors around upcoming airport capital improvement procurement opportunities — and GSI delivered all promotional materials and event-day assets on a four-week timeline to 600+ attendees.

MANAGEMENT

- Full promotional multimedia package produced from brief to delivery in four weeks
- Pre-event and post-event logistics coordination with BCAD staff and convention center operations
- On-site event coverage including photography and content capture



RESULTS

- 600+ attendees across vendor, contractor, and government stakeholder groups
- Event assets delivered on time with no delays to BCAD’s promotional schedule
- Multimedia content used across BCAD communications channels post-event

PROJECT MANAGEMENT & COST CONTROL

**BROWARD COUNTY AVIATION DEPARTMENT
NORTH PERRY AIRPORT TOWNHALL**

GSI supported BCAD and Commissioner Alexandra P. Davis in planning, executing, and documenting a public town hall at North Perry Airport. The event addressed community concerns around safety, noise, environmental impacts, and future land use — requiring GSI to balance technical aviation subject matter with high community sensitivity while creating a defensible public record of all input received.

MANAGEMENT

- Led end-to-end event planning: open-house format with informational boards, subject-matter expert stations, formal presentation, and structured audience flow
- Coordinated multilingual engagement (Spanish and Creole translation) and ADA-accessible accommodations
- Designed and managed multiple feedback channels: online survey with live polling, physical comment cards, and a court reporter for verbal input
- Developed all creative assets including formal presentation, wayfinding signage, informational boards, safety assessment handouts, and sign-in materials

**RESULTS**

- Inclusive, well-organized forum enabling constructive dialogue among residents, aviation stakeholders, and elected officials
- Clear, defensible documentation of community concerns across all input channels
- ADA-compliant final report summarizing feedback, FAQs, and next steps delivered to BCAD
- Actionable insights informing BCAD's future studies, outreach, and coordination efforts



PROJECT MANAGEMENT & COST CONTROL

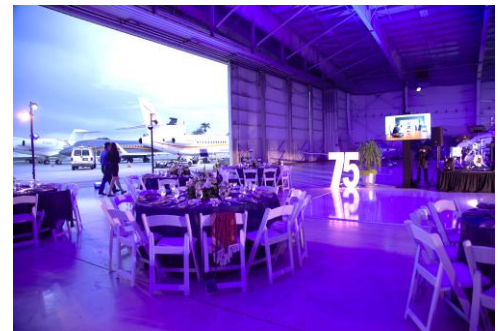


BOCA RATON AIRPORT AUTHORITY 75th ANNIVERSARY GALA

GSI planned and executed a milestone anniversary gala in the Signature Aviation hangar as the capstone of a year-long campaign. Originally scoped for 100 guests, stakeholder demand nearly doubled attendance to 190 — requiring GSI to rescale the entire event mid-planning without moving the date or increasing the budget.

MANAGEMENT

- Single GSI project lead managing all vendor coordination, logistics, and client communication
- Renegotiated catering, seating, décor, and production contracts to accommodate 90% attendance increase
- 250 integrated staff hours covering event management, graphic design, photography, and videography



CONTROL

- Delivered on an approximate \$76,000 budget despite near-doubling of guest count
- Secured in-kind venue contribution from Signature Aviation
- Concentrated spend on high-impact elements (lighting/production, interactive photo booth, VR experience)
- Bundled creative services in-house to eliminate redundant vendor costs

RESULTS

- Delivered on time and on budget
- Event page became 4th most-visited page on the Airport’s website that month
- Photo booth content reached 4,500+ people with ~16,000 impressions
- Coverage in four regional and industry publications

PROJECT MANAGEMENT & COST CONTROL



BROWARD COUNTY TRANSIT

TRANSIT FORWARD 2040 VISION PLAN TOWNHALL

GSI managed community outreach, promotional multimedia, and event logistics for the public launch of Broward County Transit's TransitFORWARD 2040 Vision Plan — a 15-year roadmap for transit modernization across Broward County. The town hall, hosted by District 7 Commissioner Alexandra P. Davis at the Alexandra P. Davis Multi-Service Complex in Miramar, introduced microtransit concepts, high-frequency corridor plans, and expanded service hours to a diverse resident audience.

MANAGEMENT

- Coordinated pre-event promotion, registration logistics, and on-site event support
- Produced promotional materials and multimedia assets for community outreach across multiple channels
- Managed event-day logistics including signage, setup, and attendee flow at a government multi-service facility

TransitFORWARD 2040 Vision Plan - District 7

Date: March 10, 2026 | 5:30 - 7:00 PM
Location: Alexandra P. Davis Multi-Service Complex
6700 Miramar Parkway, Miramar, FL



RESULTS

- Successful public launch generating coverage in regional outlets including NBC 6 South Florida and Caribbean National Weekly
- Plan rolling out across all nine Broward County commission districts, establishing the town hall format GSI supported as the template for subsequent presentations



PROJECT MANAGEMENT & COST CONTROL



CITY OF FORT LAUDERDALE SEWER FORCE MAIN REHABILITATION PROJECT

GSI serves as the public outreach lead for the City of Fort Lauderdale’s rehabilitation and replacement of approximately 23,370 feet of sanitary sewer force main from Sunrise Boulevard to the G.T. Lohmeyer Wastewater Treatment Plant. The project spans multiple residential neighborhoods — Harbordale, Rio Vista, Beverly Heights, and Victoria Park — with rolling road closures, phased construction, and direct impacts to schools, residents, and local traffic patterns.

MANAGEMENT

- Day-to-day public outreach operations and project team coordination across multiple active construction phases
- Developed and executed a Community Action Plan (CAP) governing notifications, media relations, and public meetings
- Operated a dedicated project hotline and email for real-time resident communication
- Produced traffic impact mapping including a Harbordale Elementary arrival/dismissal route plan for safe school access during active road closures



Traffic Impacts

Lane Closures and Detours

- 10' wide street closures for construction equipment and materials
- 10' wide street closures for construction equipment and materials
- 10' wide street closures for construction equipment and materials

Increased Traffic Congestion

- Increased traffic congestion during construction phases
- Increased traffic congestion during construction phases

Harbordale Elementary Notice

- Harbordale Elementary notice regarding road closures
- Harbordale Elementary notice regarding road closures



City of Fort Lauderdale	Contact
City Manager	...
City Commissioner	...
City Engineer	...
City Administrator	...
City Clerk	...
City Attorney	...
City Public Works Director	...
City Public Works Manager	...
City Public Works Supervisor	...
City Public Works Assistant Supervisor	...
City Public Works Inspector	...
City Public Works Operator	...
City Public Works Worker	...

RESULTS

- Multi-phase construction advancing on schedule across four neighborhoods with no unresolved complaints escalated to City Commission
- Sustained, proactive resident communication through a single point-of-contact system managed by GSI
- School access maintained without disruption through custom traffic routing



PRICING PROPOSAL

HOURLY PAYMENT MODEL

An hourly model is designed to give the City maximum flexibility while remaining agile in response to evolving needs and opportunities. By aligning resources to real-time priorities, the City can efficiently scale services up or down based on the level of activity in each month — ensuring cost-effectiveness and eliminating payment for unused capacity.

PROJECT

ROLE	HOURLY RATE
Project Executive	\$200
Account Director	\$150
Web Developer	\$100
Content Creator/Copywriter	\$95
Outreach Coordinator	\$85
Multimedia Specialist	\$85
Social Media Manager	\$85
Graphic Designer	\$85

MEDIA

ROLE	HOURLY RATE
Media Director	\$150
Account Executive	\$100
Media Specialist	\$85
Media Analyst	\$95
Media Planner	\$125
Media Buyer	\$100
Programmatic Specialist	\$125

OPERATIONS & COMPLIANCE

ROLE	HOURLY RATE
Contract Administrator	\$175
Contract Support & Compliance Manager	\$75



TAB 5

ATTACHMENTS

- **NON-COLLUSIVE AFFIDAVIT (ATTACHMENT "B")**
- **CONFIRMATION OF DRUG-FREE WORKPLACE (ATTACHMENT "C")**
- **CERTIFIED RESOLUTION (ATTACHMENT "D")**
- **AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS (ATTACHMENT "E")**
- **ACKNOWLEDGEMENT OF ADDENDUMS (ATTACHMENT "F")**
- **CERTIFICATE(S) OF INSURANCE (SECTION 4)**
- **REQUIRED LICENSES (SECTION 5, TAB 5)**



NON-COLLUSIVE AFFIDAVIT (ATTACHMENT B)

ATTACHMENT "B"

NON-COLLUSIVE AFFIDAVIT

STATE OF Florida
COUNTY OF Broward

Before me, the undersigned authority, personally appeared:

Yvonne Garth, who, being first duly sworn, deposes and states as follows:

1. The Proposer is the Yvonne Garth (Owner, Partner, Officer, Representative, or Agent) of Garth Solutions, Inc. (Name of Firm).
2. The Proposer is fully informed regarding the preparation and contents of the attached Proposal and all pertinent circumstances relating thereto.
3. The Proposal is genuine and is not a collusive or sham submission.
4. Neither the Proposer nor any of its officers, partners, owners, agents, representatives, employees, or other parties in interest, including this affidavit, has in any way colluded, conspired, connived, or agreed, directly or indirectly, with any other proposer, firm, or person to:
 - o Submit a collusive or sham proposal;
 - o Refrain from submitting a proposal;
 - o Fix or otherwise manipulate prices, overhead, profit, or cost elements; or
 - o Secure any unlawful advantage against the City of Lauderhill or any person interested in the proposed contract.
5. The prices quoted in the attached Proposal are fair and proper and are not the result of collusion, conspiracy, connivance, or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest.

FURTHER AFFIANT SAYETH NAUGHT.

By: [Signature]
Signature of Proposer

Printed Name: Yvonne Garth

Title: President & CEO

Sworn to and subscribed before me this 24th day of March, 2020

Notary Public – State of Florida

My Commission Expires: October 21, 2029





CONFIRMATION OF DRUG-FREE WORKPLACE (ATTACHMENT C)

ATTACHMENT "C"

CONFIRMATION OF DRUG-FREE WORKPLACE

In accordance with Section 287.087, Florida Statutes, the Proposer certifies that it maintains a Drug-Free Workplace Program and that the following requirements have been implemented:

1. A published 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.
2. Employees are informed of:
 - o The dangers of drug abuse in the workplace;
 - o The firm's policy of maintaining a drug-free workplace;
 - o Available drug counseling, rehabilitation, and employee assistance programs; and
 - o The penalties that may be imposed for drug abuse violations.
3. Each employee engaged in providing commodities or contractual services under this RFQ has received a copy of the firm's drug-free workplace policy statement.
4. Employees are notified that, as a condition of working on this contract, they must:
 - o Abide by the terms of the policy; and
 - o Notify the employer within five (5) days of any conviction of, or plea of guilty or nolo contendere to, a violation of Chapter 893, Florida Statutes, or any controlled substance law of the United States or any state, for a violation occurring in the workplace.
5. The firm imposes sanctions or requires satisfactory participation in a drug abuse assistance or rehabilitation program for any employee so convicted.
6. The firm makes a good faith effort to continue maintaining a drug-free workplace through implementation of these requirements.

A signed copy of the firm's Drug-Free Workplace Policy must be attached to this form and submitted with the proposal.

I hereby certify that the above-named firm complies fully with the requirements of this section.

Vendor Name: Garth Solutions, Inc.

Authorized Signature:

Printed Name: Yvonne Garth

Title: President & CEO Date: 03/24/2026



CERTIFIED RESOLUTION (ATTACHMENT D)

ATTACHMENT "D"

CERTIFIED RESOLUTION (Corporate Authority)

I, Yvonne Garth, the duly elected Secretary of Garth Solutions, Inc. (Business Name), a corporation organized and existing under the laws of the State of Florida, do hereby certify that the following resolution was duly adopted by the Board of Directors of said corporation at a meeting held in accordance with law and the corporation's bylaws:

"IT IS HEREBY RESOLVED THAT Yvonne Garth (Name of Authorized Individual)

the duly elected President & CEO (Title of Officer)

of Garth Solutions, Inc. (Business Name)

is hereby authorized to execute and submit a Proposal and any required Bid Bond to the City of Lauderhill, and to execute any and all documents necessary to bind the corporation to the terms and conditions of the RFQ and resulting contract."

The Secretary shall certify the names and signatures of those authorized to act pursuant to this resolution.

The City of Lauderhill shall be entitled to rely upon this certification and shall be held harmless from any claims arising from reliance upon the signature of any person so certified.

I further certify that the above resolution remains in full force and effect and has not been amended, revoked, or rescinded.

Authorized Individuals:

Name	Title	Signature
Yvonne Garth	President & CEO	



AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS (ATTACHMENT "F")

ATTACHMENT "E"

AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS

Pursuant to Section 787.06(13), Florida Statutes, the undersigned, on behalf of the Entity identified below, hereby affirms under penalty of perjury the following:

1. The Entity does not engage in human trafficking or the use of coercion for labor or services as defined in Section 787.06, Florida Statutes.
2. The Entity is in compliance with all applicable provisions of Section 787.06, Florida Statutes, relating to Human Trafficking.
3. The undersigned is duly authorized to execute this Affidavit on behalf of the Entity and affirms that the statements made herein are true and correct under penalty of perjury.

FURTHER AFFIANT SAYETH NAUGHT.

Dated this 24th day of March, 2026.

Entity Name: Garth Solutions, Inc.

By (Signature): [Signature]

Printed Name: Yvonne Garth

Title: President & CEO

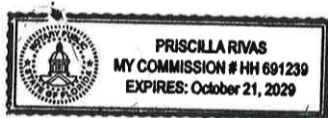
STATE OF Florida

COUNTY OF Broward

Sworn to and subscribed before me this 24th day of March, 2026, by Yvonne Garth, who is personally known to me or has produced _____ as identification.

Notary Public – State of Florida

My Commission Expires: October 21, 2029





ACKNOWLEDGEMENT OF ADDENDUMS (ATTACHMENT "F")

ATTACHMENT "F"

ACKNOWLEDGEMENT OF ADDENDUM

RFQ 2026-030
TITLE Digital Services, Advertising, and Media RFQ

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

- Addendum No. 1 - Dated 3/26/2026
- Addendum No. _____ - Dated _____
- Addendum No. _____ - Dated _____

Name of Vendor's Service Contact:

Yvonne Garth

Address:

5595 Orange Drive, Suite 202, Davie, FL 33314

Signature *Yvonne Garth* **Date** 03/30/2026

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



CERTIFICATE(S) OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
4/11/2025

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

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

PRODUCER Marsh & McLennan (CLW) 101 N Starcrest Dr Clearwater FL 33765	CONTACT NAME: MMA - Florida Region PHONE (A/C, No, Ext): 727-447-6481 FAX (A/C, No): 727-449-1267 E-MAIL ADDRESS: CertsTeam@MarshMMA.com													
	<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A : Southern-Owners Insurance Company</td> <td>10190</td> </tr> <tr> <td>INSURER B : American Builders Insurance Company</td> <td>11240</td> </tr> <tr> <td>INSURER C : Philadelphia Indemnity Insurance Compan</td> <td>18058</td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </tbody> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Southern-Owners Insurance Company	10190	INSURER B : American Builders Insurance Company	11240	INSURER C : Philadelphia Indemnity Insurance Compan	18058	INSURER D :		INSURER E :		INSURER F :
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INSURED Garth Solutions Inc. 5595 Orange Dr Ste 202-205 Davie FL 33314	GARTHSOLUT													

COVERAGES **CERTIFICATE NUMBER:** 1161220805 **REVISION NUMBER:**

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

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Hired/Non-Owned GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	Y	20919110	4/4/2025	4/4/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ Excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Hired & Non-Owned \$ 1,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$ 0			5591909400	4/4/2025	4/4/2026	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WCV039382100	4/4/2025	4/4/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Professional Liability			PHSD1865874007	4/4/2025	4/4/2026	Limit Per Claim 2,000,000 Agg. Limit of Liab. 2,000,000 Per Claim Deductible 10,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 Certificate holder is additional insured as respects General Liability only if required by written contract, and subject to the terms, conditions and limits as specified in the policy. The General Liability insurance is Primary; any other insurance maintained by the contractor & Owner is excess & non-contributory, when required by written contract, agreement or permit, subject to the provisions and limitations of the policy.

Waiver of subrogation applies in favor of certificate holder as respects to General Liability only if required by written contract, and subject to the terms, conditions and limits as specified in the policy.

Hired & Non-Owned applies on a primary basis with a \$1,000,000 limit. The Blanket AI and Blanket WOS endorsements currently on the policy apply to Hired & Non-Owned auto coverage.

CERTIFICATE HOLDER For Information Purposes Only	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
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REQUIRED LICENSES

State of Florida Department of State

I certify from the records of this office that GARTH SOLUTIONS, INC. is a corporation organized under the laws of the State of Florida, filed on July 25, 2006.

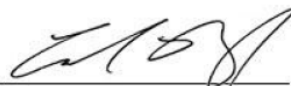
The document number of this corporation is P06000097341.

I further certify that said corporation has paid all fees due this office through December 31, 2026, that its most recent annual report/uniform business report was filed on January 6, 2026, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Sixth day of January, 2026*




Secretary of State

Tracking Number: 0556124754CC

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

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