



TheLauderhill

CRA

Community Redevelopment Agency

DIGITAL SERVICES, ADVERTISING, & MEDIA

Garth Solutions

RFP 2026-031

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 2026-031: Digital Services, Advertising, and Media. We are confident that our team brings the strategic capability, local knowledge, and economic development communications experience required to serve as the Lauderhill CRA's Agency of Record.

GSI is a full-service communications firm built around the public sector. For more than two decades, we have served municipalities, county agencies, school districts, and special authorities across South Florida, covering every discipline in this RFQ's scope under a single in-house team. Our work is built for public scrutiny, and our clients stay with us because we deliver on time, on message, and on budget.

We understand that the CRA operates with a distinct mandate from the general City government. Its work is defined by corridor-level investment, commercial revitalization, business incentive programs, and neighborhood stabilization across the Central CRA, State Road 7, and the CAE District. That mandate requires an AOR capable of reaching two fundamentally different audiences: residents and prospective homebuyers on one hand, and commercial investors, developers, and business operators on the other. Our approach accounts for both.

GSI also brings direct familiarity with Lauderhill. We 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 working knowledge of the community's voice, its leadership priorities, and how its internal teams operate. We are prepared to apply that institutional knowledge to the CRA's own communications needs from the start of this contract.

We have structured our team and our workflow around reducing the burden on your staff. A single point of contact, regular status meetings, a shared content calendar updated weekly, and defined turnaround standards will keep the work moving without creating new administrative overhead for the CRA. The details of that system, along with our full team, technical approach, and relevant experience, are presented in the pages that follow.

We welcome the opportunity to support the Lauderhill CRA in communicating the impact of its redevelopment work to the businesses, residents, and investors it serves.

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 2026-031. 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.




Garth Solutions

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 public agencies and redevelopment authorities. 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.



Public-sector communication requires judgment, responsiveness, and an understanding of how public trust is built over time.

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 government communications are already built into how we operate. Combined with our current engagement supporting 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 CRA with a reliable and highly coordinated Agency of Record partner. Because our services are delivered through an in-house model, the CRA 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 CRA 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



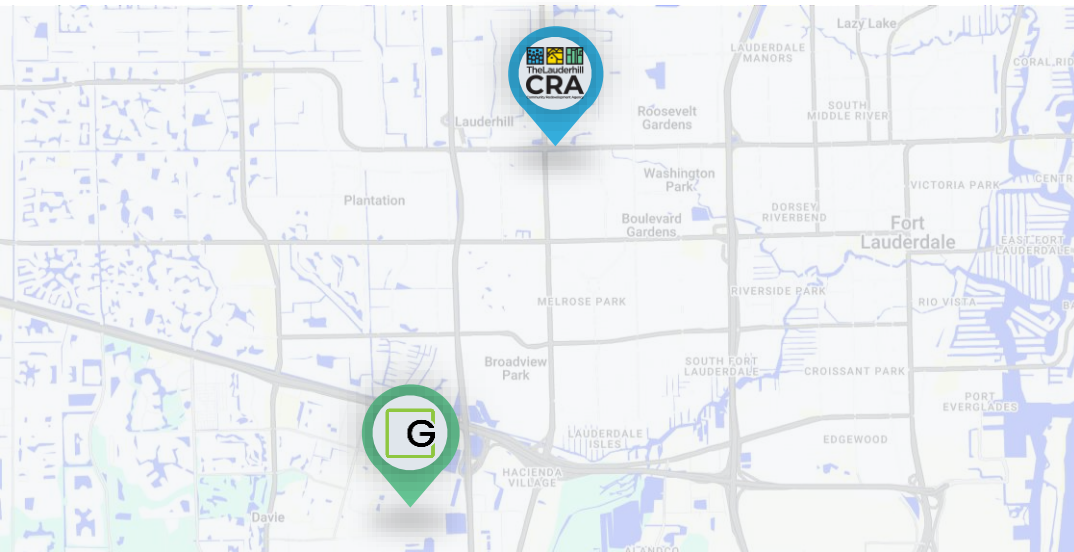
PUBLIC ENGAGEMENT

- 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.

An architectural site plan or floor plan of a building complex, rendered in a light blue and green color scheme. The plan shows several interconnected buildings, parking lots, and landscaped areas with trees. A blue rounded rectangle is overlaid on the left side of the image, containing the text 'TAB 2'.

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 THE CRA**

GSI's qualifications for this contract are grounded in sustained, hands-on work with public-sector clients whose communications needs closely mirror the Lauderhill CRA'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@bocairport.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 CRA 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 CRA 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

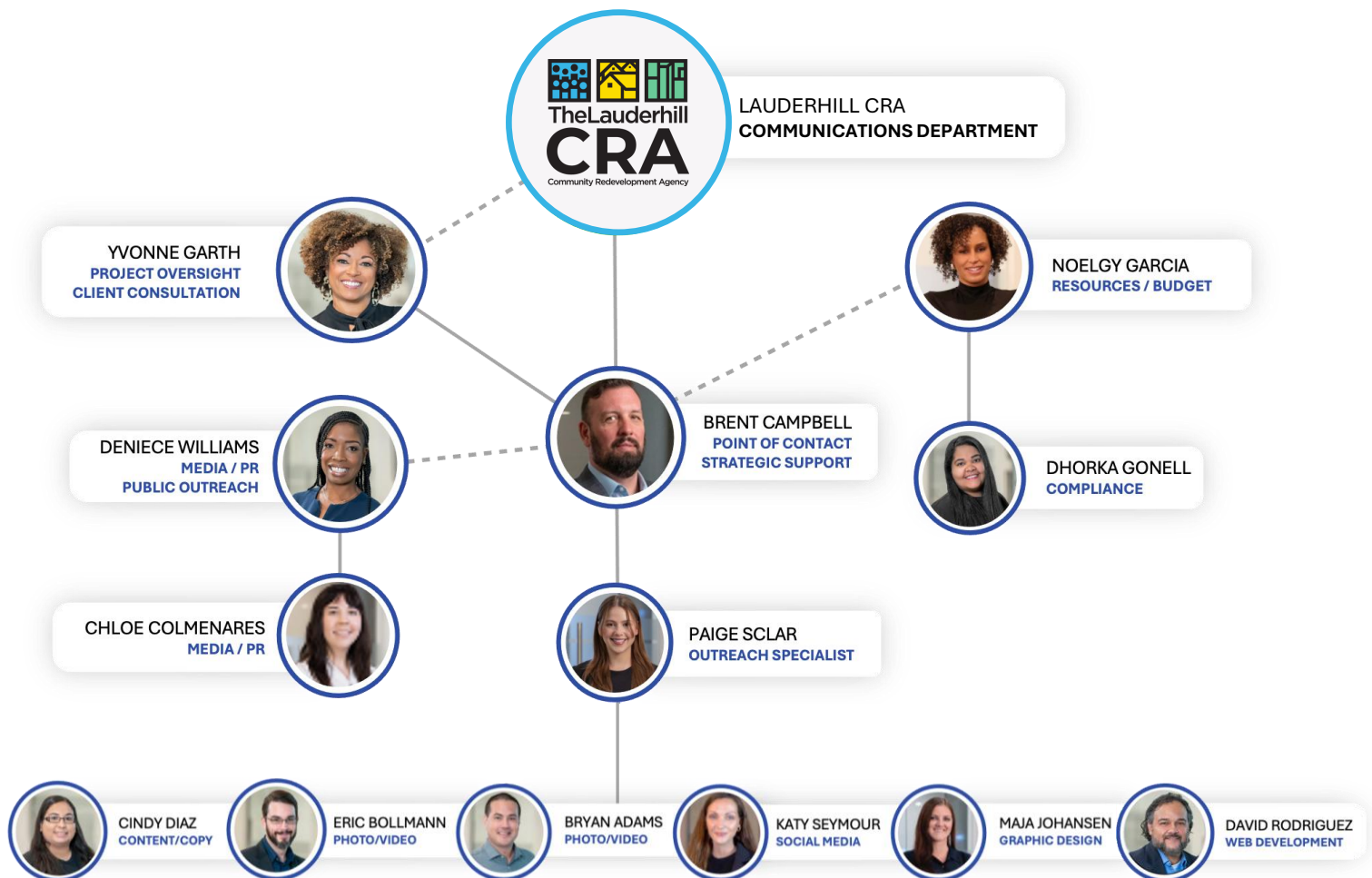
Brent Campbell, GSI's Director of Client Solutions, will serve as the CRA's primary point of contact and day-to-day lead for this contract. Brent currently directs active public-sector engagements for GSI, including the City of Lauderhill's RISE GO Bond communications, and brings direct experience across every service area in the RFQ scope.

TEAM & STAFFING

ACCOUNT STRUCTURE & ASSIGNED ROLES

The org chart below shows how the CRA'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 CRA'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 Lauderhill CRA'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 key Lauderhill 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



COMMUNICATION STRATEGY



STRATEGIC PARTNERSHIPS



PROGRAM MANAGEMENT



COMMUNITY OUTREACH



STAKEHOLDER ENGAGEMENT



EVENT 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 ongoing 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 Lauderhill CRA's primary point of contact under this contract, leading weekly status meetings, maintaining the shared content calendar, and ensuring every deliverable meets the CRA's standards and timelines.

PROJECT ROLE

ACCOUNT DIRECTOR

YEARS IN INDUSTRY

21 YEARS

YEARS WITH GSI

2 YEARS

WHY BRENT?

PRIMARY POINT OF CONTACT

Will serve as the CRA'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 Lauderhill CRA, 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

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 Lauderhill CRA.

YEARS IN INDUSTRY

12 YEARS

YEARS WITH GSI

1 YEAR

KEY SKILLS

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



DHORKA GONELL

CONTRACT COMPLIANCE

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.

YEARS IN INDUSTRY

10 YEARS

YEARS WITH GSI

3 YEARS

KEY SKILLS

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



DAVID RODRIGUEZ

WEB DEVELOPER

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 CRA's digital presence remains current, accessible, and mobile-first, supporting content updates on a 24-hour turnaround when needed.

YEARS IN INDUSTRY

16 YEARS

YEARS WITH GSI

3 YEARS

KEY SKILLS

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

TEAM & STAFFING

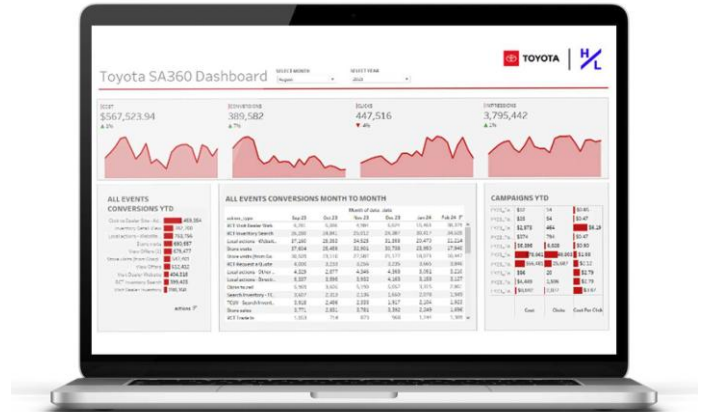


PARTNERING WITH H/L AGENCY

To ensure the Lauderhill CRA 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 team 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 the CRA's advertising budget is negotiated effectively to secure the best pricing, added value, and high-impact placements.

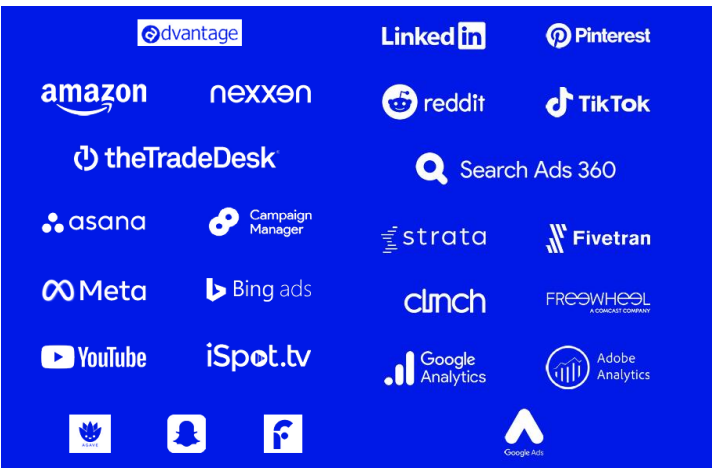


ADVANCED ANALYTICS & ENGINEERING

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 CRA 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 conversions events, with proven methods for driving interest and attendance through targeted regional media campaigns.



TECHNICAL APPROACH

UNDERSTANDING OF CRA NEEDS

The Lauderhill CRA requires an Agency of Record capable of providing responsive, strategic, and highly flexible communications support across its redevelopment districts. As the agency advances corridor-level investments, business incentive programs, infill housing, and large-scale community activations, it needs a partner that can match the pace and complexity of that work 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 CRA 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 CRA'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

**LOCAL
BUSINESSES**

**RESIDENTS &
HOMEBUYERS**

**DEVELOPERS
& INVESTORS**

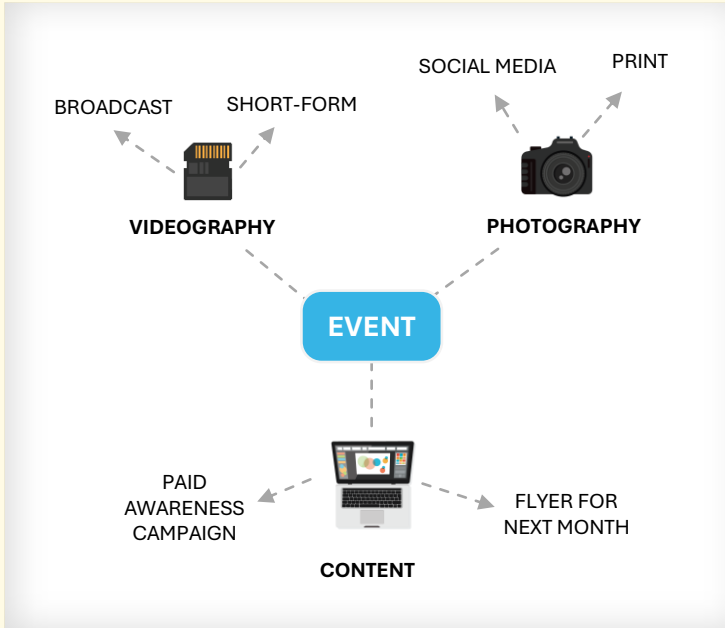
**EVENT
AUDIENCES**

**BUDDING
ENTREPRENEURS**

For the Lauderhill CRA, this means accounting for a dual audience: residents and prospective homebuyers engaged through neighborhood stabilization and infill housing programs, and commercial investors, developers, and business operators drawn to the State Road 7 corridor, the CAE District, and the CRA's financial incentive products. Rather than treating service requests as isolated tasks, every deliverable will be informed by a strategic framework that connects it to the CRA's broader redevelopment and economic development goals.

TECHNICAL APPROACH

UNDERSTANDING OF CRA NEEDS



SERVICE INTEGRATION

Digital and media services generate the highest return when they operate as a cohesive system rather than isolated tactics. A single CRA activation, 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 CRA's narrative across channels and audiences.

COLLABORATION & CAPACITY BUILDING

GSI will operate as both a service provider and a capacity-building partner to the CRA's internal team. Beyond executing deliverables on an as-needed basis, we will equip 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 CRA builds lasting capability over time, not a dependency on an outside vendor.

Our account structure supports this model through a single point of contact, regular 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 CRA needs. Equally important is understanding when and why those services will be called on. Based on our experience serving public agencies across South Florida and our familiarity with Lauderhill's redevelopment districts, event calendar, and CRA Board activity, we have identified a set of recurring initiative categories that represent the primary contexts in which the CRA communicates with its stakeholders:

 <p>CAMPAIGNS</p>	<p>Targeted outreach for business incentive programs, grant cycles, and public awareness initiatives</p>	 <p>MEETINGS</p>	<p>CRA Board meetings, compliance hearings, and advisory sessions</p>
 <p>PROJECTS</p>	<p>Capital improvements, corridor investments, and property acquisitions</p>	 <p>ALERTS</p>	<p>Time-sensitive operational notices and construction updates</p>
 <p>PROGRAMS</p>	<p>Ongoing CRA services including the Small Business Academy, facade grants, and infill housing</p>	 <p>PARTNERSHIPS</p>	<p>Collaborations with local businesses, HOAs, and regional economic development entities</p>
 <p>EVENTS</p>	<p>Large-scale activations, festivals, and performances in the CAE District and at LPAC</p>	 <p>BRANDING</p>	<p>CRA identity, corridor positioning, and investor-facing communications</p>

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

TECHNICAL APPROACH



PHOTOGRAPHY SERVICES

GSI will provide professional photography services that serve as the CRA's visual record, documenting redevelopment progress, commercial corridor transformation, CRA Board activity, and the events and activations that define Lauderhill's CAE District. Every shoot will be planned to produce images that reinforce the CRA's broader messaging efforts across social media, print, web, and press channels.

EXAMPLE APPLICATIONS & TACTICS

EVENTS & PROGRAMS

Candid community engagement images from CRA activations like Beer-B-Q, Food Truck Rolls, and Lauderhill Live, as well as stationary photo booth experiences or step-and-repeat setups at LPAC performances.

PROJECTS

Before-and-after documentation of facade grant improvements, property acquisitions like Wyngate Plaza and Park Plaza, and infill housing construction using both on-site photos and aerial drone coverage.

MEETINGS

Formal compositions of CRA Board members, key agenda moments, and public input during board meetings, compliance hearings, and advisory sessions.

BRANDING

High-quality production photography of the CAE District and State Road 7 corridor improvements, as well as staff and departmental headshots.

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.

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

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

	<p>Bryan Adams</p>	<p>Photography, drone piloting, and post-production</p>
	<p>Eric Bollmann</p>	<p>Visual storytelling, photography, drone operation, and live event lighting and logistics</p>

CORE WORKFLOW

PLANNING

Develop tailored shot lists in coordination with CRA 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 CRA access and public records compliance.

TECHNICAL APPROACH



VIDEOGRAPHY SERVICES

Video is often the most effective way to reach residents and stakeholders who consume media on mobile devices. GSI will provide professional, on-site videography that transforms CRA Board proceedings, redevelopment milestones, and community activations into accessible, platform-native content. We approach video production as a strategic storytelling tool, ensuring every asset supports the CRA's broader communication goals.

EXAMPLE APPLICATIONS & TACTICS

EVENTS & PROGRAMS

Comprehensive on-site coverage for CRA-sponsored activations, LPAC performances, and the Small Business Pitch Competition to produce event recap videos, testimonial content, and founder profile features.

PROJECTS

Capital improvement progress, facade grant transformations, and infill housing milestones shared with the public through dynamic drone footage and on-site videography.

MEETINGS

Transforming lengthy CRA Board proceedings into impactful highlight clips of key votes, development approvals, and program milestones for social distribution.

CAMPAIGNS & ALERTS

Promotional videos for programs and initiatives like the Small Business Academy Accelerator and homeownership pathways, as well as clear, timely Public Service Announcements.

RELEVANT EXPERIENCE

Miami-Dade County Public Schools (ESSER Campaign)

Produced broadcast-quality video assets and PSAs optimized for social media and television.

Broward County Public Schools (SMART Program)

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

City of Cooper City

Professional video production and drone footage tailored for use across multiple 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 CRA 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 CRA communication. We build data-driven campaigns that translate redevelopment progress, business incentive programs, and cultural activations into accessible, engaging content. GSI can help sustain a social media presence that combines 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 segmentation to drive applications for grants or competitions.

PROJECTS

Before-and-after visuals and corridor-specific content highlighting improvements, property acquisitions, and infill housing progress.

EVENTS

Coverage of CAE District activations, performances, and Food Truck Rolls shared via short-form video, carousels, and recaps.

PROGRAMS

Platform-native posts for ongoing CRA services, workshops, business spotlights, and the CRA Business Academy.

ALERTS

Time-sensitive construction updates, road closures, and public notices related to active CRA projects and corridor work.

BRANDING

Consistent visuals and proactive storytelling that positions the CRA as an active economic engine and the CAE District as a destination.

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 CRA’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 CRA outcomes such as program applications, event attendance, and investor inquiries.

TECHNICAL APPROACH



WEBSITE REDESIGN & MAINTENANCE

The CRA's website is its primary digital storefront for two distinct audiences: residents (exploring homeownership and business programs), and developers and investors (evaluating the corridor for commercial deployment). GSI can redesign and maintain a modern, mobile-first platform built on native accessibility standards, with clear pathways for both audiences and interactive tools that reduce research friction for prospective investors.

EXAMPLE APPLICATIONS & TACTICS

BRANDING

A cohesive digital identity that positions the Lauderhill CRA as a professional, investment-ready redevelopment authority.

CAMPAIGNS

Landing pages for time-bound initiatives, consolidating registration, eligibility details, and deadlines into a conversion-focused experience.

PROGRAMS

Structured program pages (e.g., SBA) with clear criteria, application steps, and downloadable resources.

PROJECTS

Interactive project tracking for active investments, acquisitions, and infrastructure work, replacing static PDF boundary maps with dynamic, visual progress indicators.

RELEVANT EXPERIENCE

Boca Raton Airport Authority

Designed and maintained the Authority's public-facing website, integrating event promotion, stakeholder communications, and multimedia content.

Broward County Public Schools (SMART Program)

Built and maintained a dedicated program website with construction progress tracking, multilingual resources, and school-level reporting.

City of Cooper City

Managed ongoing website updates, UX improvements, and content publishing alongside social media and graphic design services.

PRIMARY CATEGORIES

 BRANDING

 CAMPAIGNS

 PROGRAMS

 PROJECTS

FORMAT

- Responsive Design
- Landing Pages
- Interactive Maps
- Program Portals
- News Feeds
- Downloadable Resources

CHANNELS

- Desktop
- Mobile
- Tablet
- Search Engines

TECHNICAL APPROACH





WEBSITE REDESIGN & MAINTENANCE

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **WordPress / Modern CMS**
Flexible, widely supported content management system enabling CRA staff to publish updates, post news, and manage program pages without developer involvement.
- ✓ **Native WCAG 2.1 AA Architecture**
Semantic HTML5 structure with high-contrast styling, logical heading hierarchies, keyboard-accessible navigation, and proper alt-text protocols built into the site from the ground up, replacing reliance on third-party accessibility overlays.
- ✓ **Google Analytics / Search Console**
Performance monitoring, traffic analysis, and SEO tracking to measure how residents and investors find and use the site.

EXPERTISE

	<p>David Rodriguez</p>	<p>Web architecture, CMS development, ADA-compliant design, and ongoing site maintenance and content updates.</p>
	<p>Cindy Diaz</p>	<p>Web copywriting, program page content, and SEO-optimized written materials.</p>

CORE WORKFLOW

DISCOVERY & PLANNING

Audit current site architecture, content inventory, and user pathways. Define the information architecture for both the resident-facing and investor-facing experiences, establishing navigation, hierarchy, and content priorities.

DESIGN & DEVELOPMENT

Build responsive page templates, program landing pages, and interactive elements on a modern CMS. Design decisions to prioritize mobile performance, accessibility compliance, and fast page load times.

ONGOING MAINTENANCE

Provide regular content updates, security patches, plugin management, and performance monitoring. New pages and landing pages will be developed as needed for emerging programs, grant cycles, and CRA Board initiatives.

REPORTING & OPTIMIZATION

Deliver quarterly site performance reports covering traffic, top pages, search rankings, and user behavior. Use that data to refine navigation, improve underperforming content, and ensure the site continues to serve both audience segments effectively.

TECHNICAL APPROACH



MEDIA BUYING SERVICES

Lauderhill audiences consume media across a diverse range of channels, languages, and formats. Effective media buying for the CRA requires understanding which channels reach residents, which reach commercial investors, and which drive attendance to activations. Our team can build targeted, cross-channel plans that maximize the impact of the CRA's advertising budget across broadcast, digital, programmatic, and out-of-home placements.

EXAMPLE APPLICATIONS & TACTICS

CAMPAIGNS & PROGRAMS

Geofenced programmatic advertising to drive applications for the grants, Small Business Academy, etc., with LinkedIn placements targeting developers and investors across South Florida.

PROJECTS

Targeted digital ads along the State Road 7 and Central CRA corridors, paired with out-of-home placements at high-traffic intersections to highlight progress.

EVENTS

Promotion for LPAC performances, Beer-B-Q, Lauderhill Live, and Food Truck Rolls through CTV, streaming audio, and local radio, including Caribbean and Creole stations.

ALERTS

Construction and road closure notifications through established relationships with local broadcast television and radio networks.

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

- 99 JAMZ
- Hits 97.3
- Big 105.9
- CARIBBEAN
- WAVS
- VotC

SEARCH / SOCIAL

- Google
- Facebook
- Instagram
- LinkedIn
- TikTok

DIGITAL AUDIO

- Spotify
- Pandora
- iHeartRadio

PROGRAMMATIC CTV

OTT INVENTORY

HAITIAN CREOLE

- WSRF
- WLRN
- (Radyo Lekol, SotC)

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 that account for the CRA's dual audience of residents and commercial investors.

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 CRA outcomes such as program applications, event attendance, investor inquiries, and corridor foot traffic.

TECHNICAL APPROACH



CONTENT CREATION (AD-HOC)

The CRA's communications needs shift week to week, requiring the ability to produce timely, platform-appropriate materials without bottlenecking internal staff. We provide scalable, on-demand content creation that bridges the gap between proactive campaign planning and rapid-response 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

Reusable Campaign Kits containing templates and boilerplate copy for recurring initiatives like the Pitch Competition, facade grant cycle, and Business Academy enrollment, enabling rapid deployment each season.

ALERTS

On-demand, rapid-response graphics and written content for construction updates, road closures, and corridor notices within 24 to 72 hours.

PROJECTS

Motion graphics and short-form video content to visually communicate facade grant transformations, infill housing timelines, and corridor investment milestones.

EVENTS & PROGRAMS

Blog posts, email newsletter templates, and accessible infographics promoting CRA activations, homeownership workshops, and business spotlight features.

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 CRA’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 CRA access and future adaptation.

TECHNICAL APPROACH



PRINT DESIGN SERVICES

Print remains an essential communication channel for reaching residents, business owners, and event audiences who engage primarily through physical touchpoints. We design impactful, accessible print materials that translate the CRA's redevelopment progress and program offerings into clear visual narratives. Our designs bridge the physical-to-digital gap, utilizing trackable elements like QR codes to drive audiences from printed collateral directly to online program pages, event registrations, and survey portals.

EXAMPLE APPLICATIONS & TACTICS

PROGRAMS & CAMPAIGNS

Informational brochures, flyers, and direct mail to drive participation in CRA programs including the facade grant, Small Business Academy, and homeownership initiatives.

BRANDING

Highly visual annual reports and investor-facing prospectus materials that demonstrate the CRA's economic impact, TIF performance, and corridor transformation.

PROJECTS

Construction barricade signage, wayfinding, and corridor markers for active CRA acquisition and improvement sites like Wyngate Plaza and Park Plaza.

EVENTS

Cohesive event programs, pamphlets, step-and-repeat banners, and directional signage for CAE District activations, LPAC performances, and the Pitch Competition.

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

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.

TECHNICAL APPROACH




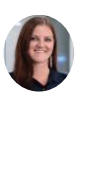
PRINT DESIGN SERVICES

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Canva Templates**
To equip the CRA’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

	<p>Cindy Diaz</p>	<p>Written copy for print constraints, ensuring brochures, direct mail, and annual reports are easily digestible.</p>
	<p>Maja Johansen</p>	<p>Print design production, brand identity, and layout design, ensuring all physical collateral meets the Lauderhill CRA's brand standards.</p>

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 the CRA’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 CRA 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 CRA's internal 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 CRA team to review ongoing projects, discuss upcoming activations, 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.

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.

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

TECHNICAL APPROACH







PROJECT MANAGEMENT & COLLABORATION

PROCESS & MANAGEMENT

TOOLS & TECHNOLOGY

- ✓ **Notion Project Portal / Dashboard / Calendar**
Customized client space to serve as a central dashboard, providing CRA 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 CRA 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 CRA review and audit.

TECHNICAL APPROACH

CONTENT CALENDAR

GSI will develop and maintain a comprehensive, cloud-based content calendar shared with CRA 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 CRA approval dependencies.

03 JUNE	04 JUNE	05 JUNE	06 JUNE	07 JUNE
<p>CRA Board Meeting On-site photography and video coverage</p> <p><i>Confirmed</i></p> <p>Facade Grant Carousel Final design in CRA review</p> <p><i>Pending Approval</i></p> <p>Details</p>	<p>Board Meeting Recap Social post with highlight photos</p> <p><i>In Production</i></p> <p>Beer-B-Q Print Flyer Direct mail piece to printer</p> <p><i>Approved, Sent to Print</i></p> <p>Details</p>	<p>Pitch Competition Radio Spot 15-sec audio ad trafficking to WAVS and WSRF</p> <p><i>Live</i></p> <p>Renaissance Pointe Post Homebuyer testimonial for website</p> <p><i>Draft</i></p> <p>Details</p>	<p>Lauderhill Live CTV Programmatic video ad launch for LPAC show</p> <p><i>Scheduled</i></p> <p>SR7 Corridor Drone Shoot Facade grant before-and-after documentation</p> <p><i>Confirmed</i></p> <p>Details</p>	<p>Weekly Status Meeting Agenda circulated, prior week action items reviewed</p> <p><i>Recurring</i></p> <p>SBA Landing Page Updated eligibility and deadline copy for website</p> <p><i>In Review</i></p> <p>Details</p>

QUARTERLY PRE-POPULATION

At the start of each quarter, known recurring events, CRA Board meeting dates, grant application windows, Pitch Competition timelines, LPAC performances, and anticipated campaign windows are loaded into the calendar. New requests are added through the intake workflow as they arise.



TAB 3

SPECIFIC RELATED EXPERIENCE

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

SIMILAR PROJECT EXPERIENCE



**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**

SIMILAR PROJECT EXPERIENCE



**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

SIMILAR PROJECT EXPERIENCE



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**

SIMILAR PROJECT EXPERIENCE



**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**

SIMILAR PROJECT EXPERIENCE



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**

SIMILAR PROJECT EXPERIENCE



**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**

SIMILAR PROJECT EXPERIENCE

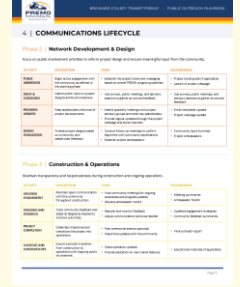
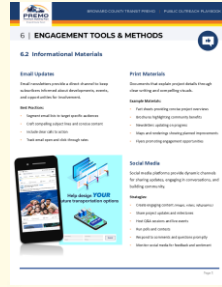
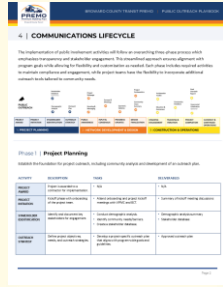


**BROWARD COUNTY TRANSIT
PREMO PROGRAM PUBLIC OUTREACH**

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

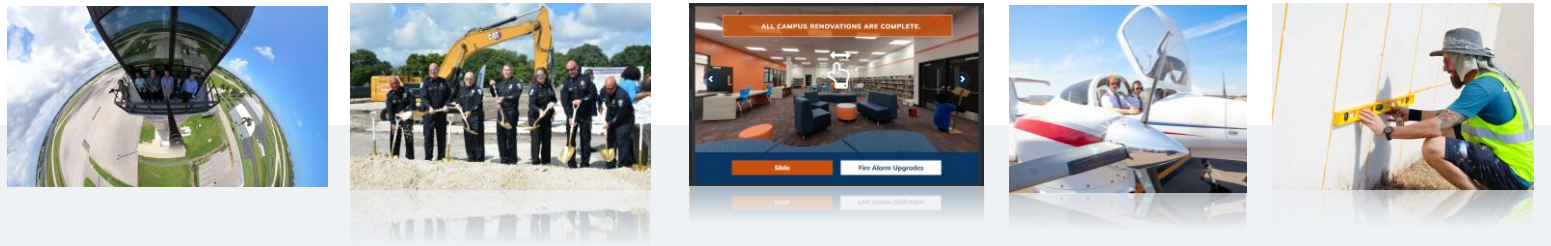
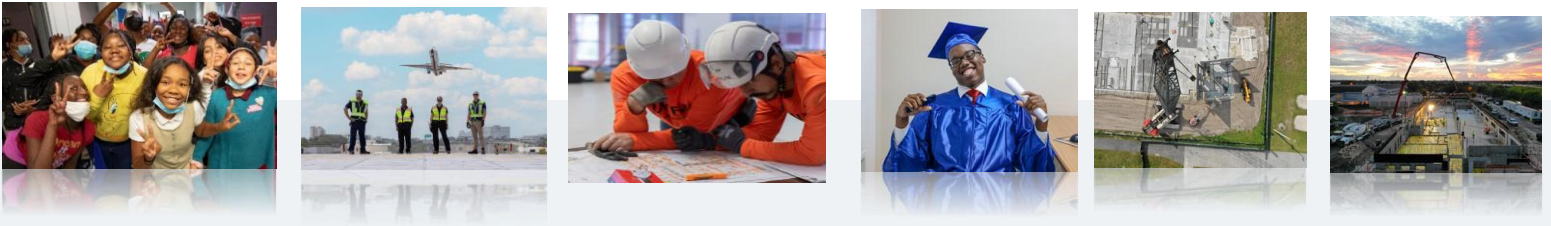
We manage continuous public communications to educate residents on the four new premium transit modes: Commuter Rail, Light Rail Transit, Bus Rapid Transit, and High-Frequency Bus Service. Our outreach strategies focus on building public understanding of the plan's long-term impacts, including reduced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

SERVICES PROVIDED

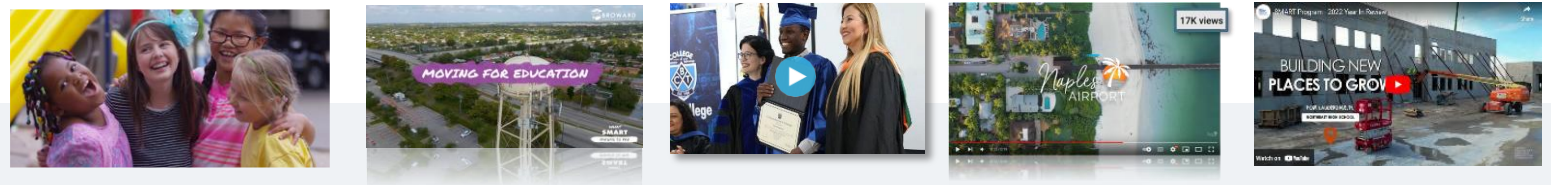
- Strategic Communications
- Public Outreach Strategy
- Stakeholder Coordination
- Playbook Development
- Community Engagement
- Education Campaigns

WORK SAMPLES / PORTFOLIO

PHOTOGRAPHY

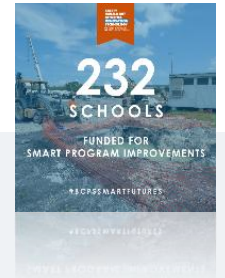


VIDEOGRAPHY

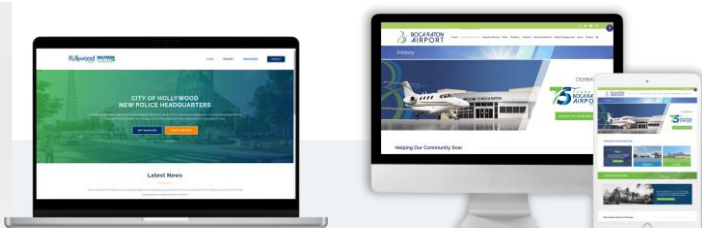
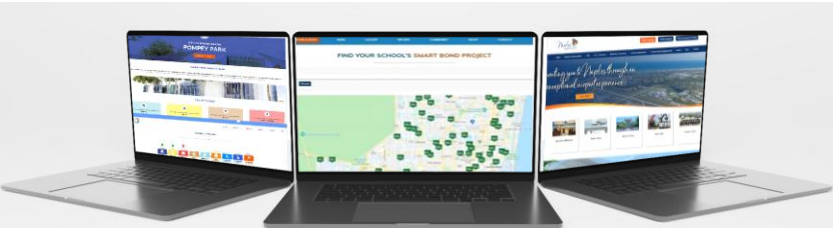


WORK SAMPLES / PORTFOLIO

SOCIAL MEDIA CAMPAIGNS



WEBSITE DESIGN / REDESIGN PROJECTS

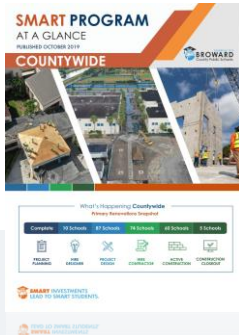


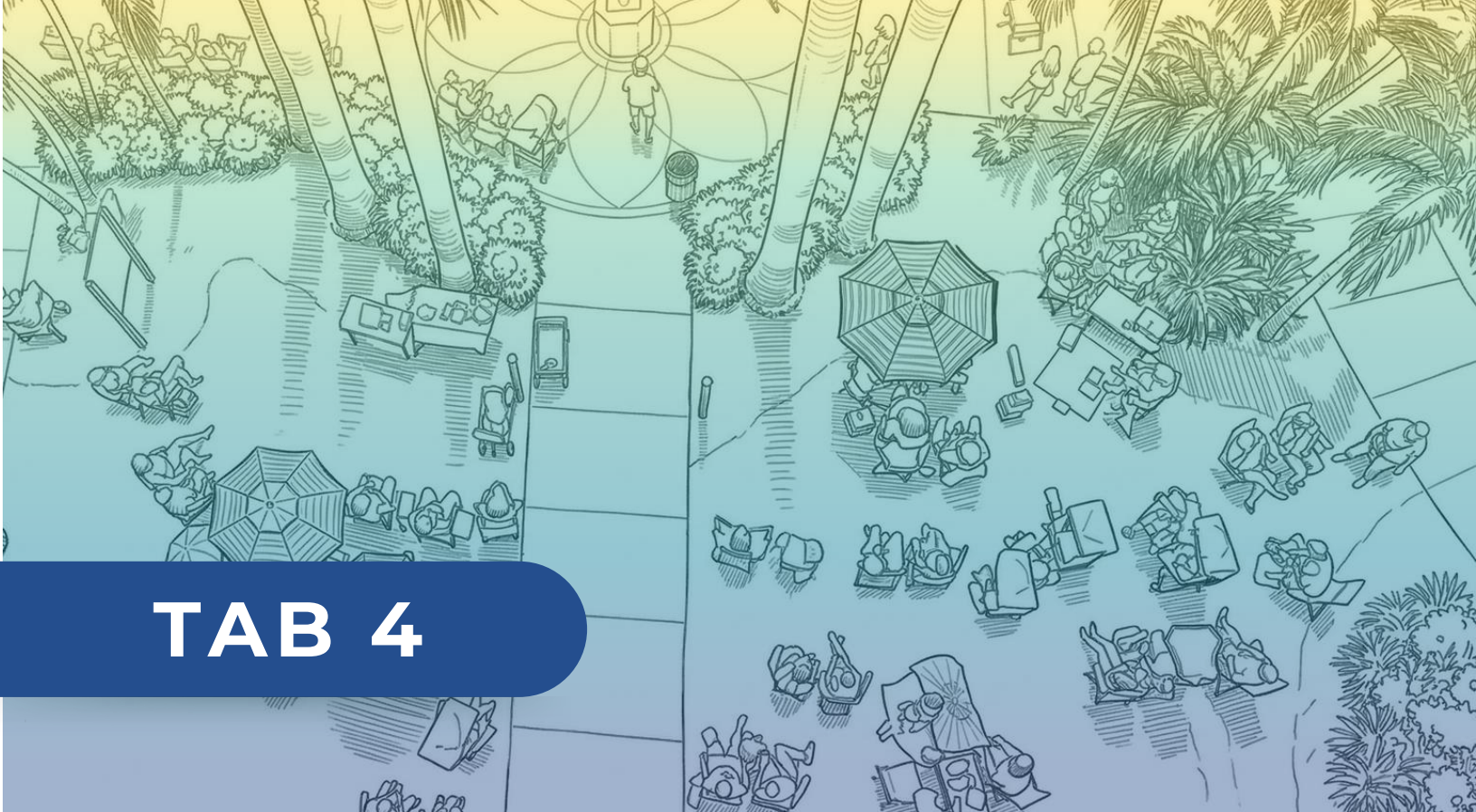
WORK SAMPLES / PORTFOLIO

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: 

PROJECT MANAGEMENT & COST CONTROL



BROWARD COUNTY AVIATION DEPARTMENT FLL INDUSTRY DAY 2025

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

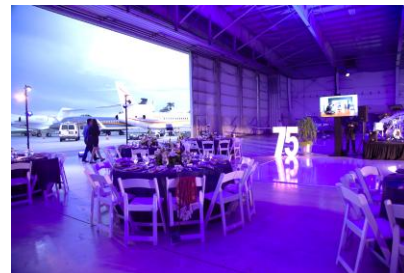


BOCA RATON AIRPORT AUTHORITY 75th ANNIVERSARY GALA

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



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

PRICING PROPOSAL

HOURLY PAYMENT MODEL

An hourly model is designed to give the CRA maximum flexibility while remaining agile in response to evolving needs and opportunities. By aligning resources to real-time priorities, the CRA 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 CRA 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, 2026

Notary Public – State of Florida

My Commission Expires: October 21, 2029



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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 _____ (Business Name)


is hereby authorized to execute and submit a Proposal and any required
Bid Bond to the CRA 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 CRA 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	

Given under my hand and the seal of said corporation this _____ day of
_____, 20.

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

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

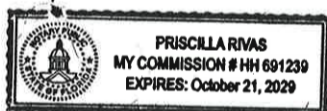
STATE OF Florida

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 2026-031

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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INSURER D :														
INSURER E :														
INSURER F :														

INSURED
 Garth Solutions Inc.
 5595 Orange Dr Ste 202-205
 Davie FL 33314

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

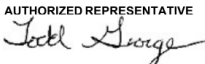
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE 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.

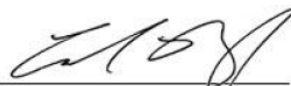
The document number of this corporation is P06000097341.

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>