



RFP #007-21

Marketing Services Key West Seaport

Prepared by



Research | Strategy | Marketing

HCP Associates, Inc.
1101 Channelside Drive, Suite 301
Tampa, FL 33602

Senior Marketing Communications Specialist/Partner: Eric R. Polins
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ADDENDUMS

Wednesday, October 27, 2021

RFP #007-21

Mr. Doug Bradshaw
Port and Marine Services Director
City of Key West – Key West Historic Seaport
201 William Street
Key West, FL 33040


Dear Mr. Bradshaw,

On behalf of all of us at HCP Associates, I would like to express our excitement and gratitude for allowing us to respond to your RFP for Marketing Services for the Key West Historic Seaport. HCP Associates is 35-year-old veteran owned marketing communications firm grounded in research and we feel uniquely qualified for this assignment as a small (10 people) Florida-based firm. Additionally, we have recently won back-to-back contracts through a very competitive RFP process with both Port Tampa Bay, Florida's largest and most diverse port and The Ybor City Development Corporation (CRA), a division of the City of Tampa's Economic & Urban Development Department that manages this National Historic Landmark District. Our team of branding specialists, strategic planners, marketers, communicators, and researchers have some outstanding accolades from working with small to medium-sized government entities. Your selection committee will also find that no other boutique firm in Florida offers both marketing communications and over three decades of quantitative and qualitative research experience with precise tactics and metrics to ensure accurate industry, public, and employee sentiment milestones.



Our clients enjoy creative and unique branding and positioning platforms that differentiates their destinations from the competition by fueling value-added proposition campaigns that speak to the exact target audience. We have strong media relations with national news outlets and one of our smaller clients was recently featured on the TODAY Show during Super Bowl Weekend. Our expertise in brand development and management, advertising, marketing, media planning and management, social media strategy, implementation and management, website design, development and maintenance, and market research makes us a perfect match for all your needs. Our tested experience and award-winning portfolio, coupled with our unique business style make us a perfect match for this assignment. We affirm that the contents of this submittal are true and accurate and that the requirements of this RFP can and will be met. I am the primary individual authorized to represent and negotiate HCP's products and services, and in the event of my absence, HCP's Senior Business Strategist/Partner, Sean Coniglio, is also authorized to represent HCP on this contract.

Best regards,



Eric R. Polins, Senior Marketing Communications Specialist/Partner

HCP Associates, Inc.
1101 Channelside Drive, Suite 301
Tampa, FL 33602
Phone: 813-318-0565 Ext. 104 | E-mail: epolins@hcpassociates.com

Section 1 - References



Our professional references are:

Ybor City Development Corporation (CRA)

Courtney Orr, Manager
2015 E. 7th Avenue, Ybor City, FL
Phone: 813-274-7936
E-mail: Courtney.orr@tampagov.net



Port Tampa Bay

Paul Anderson, President & CEO
The Josep Garcia International Center
1101 Channelside Drive
Tampa, FL 33602
Phone: 813-905-7678
E-mail: panderson@tampaport.com



Visit St. Pete/Clearwater

Steve Hayes, President & CEO
8200 Bryan Dairy Road, Suite 200, Largo, FL 33777
Phone: 727-464-7213
E-mail: steve@visitspc.com

Section 2 - Team Qualifications

Please see the resumes, qualifications, skills, and responsibilities of the HCP practitioners who will provide the requested services. All of our HCP consultants assigned to this project have experience serving small government entities, especially serving cities similar in size to the City of Key West.

HCP ASSOCIATES ORGANIZATIONAL CHART

Eric R. Polins, Senior Marketing Communications Specialist/Partner
Sean A. Coniglio, Senior Business Strategist/Partner
Robert Allen, Vice President of Research
Lindsey Walters, Manager of Marketing Services
Rank Fowler, Manager of Design Services
Julie Fleishman, Marketing & Communications Coordinator
Lynn Cronin, Administrator & Office Manager

The HCP Team supporting The Key West Historic Seaport is comprised of seven associates who have varying specialties in Marketing, Branding, Strategic Communications, Public Relations, Community Engagement, Media Relations, Crisis Communications, Research, Strategic Planning, Digital & Traditional Marketing, Advertising and Event Management.

Section 2 - Team Qualifications

EXPERIENCE AND QUALIFICATIONS OF THE TEAM

Eric R. Polins



Senior Marketing Communications Specialist/Partner
Education: BA Journalism, The Pennsylvania State University
Experience: 25+ Years

A founding partner of HCP, Polins is a veteran communications strategist with over 25+ years of experience in a wide variety of unique vertical markets ranging from military/maritime and perimeter security to transportation and hospitality. Polins has traditionally played a valuable role in strategic planning and implementation while working directly with CEOs and presidents of global and national corporations and organizations. Polins is both a creative storyteller and technical writer by trade with a tremendous amount of experience with crisis intervention with short-term and sustained types of crisis issues and management. Polins is the recipient of the American Advertising Federation Silver Medal and is a former United States Marine.

Affiliations

Leadership Florida, Graduate XXVIII; Leadership Tampa, Graduate 2005; The Tampa Theatre, Board of Directors; Gasparilla International Film Festival, Past President/Advisory Board Member; 21 & Change, Board of Directors; Team Godwin Foundation, Board of Directors; Tampa Bay Defense Alliance, Volunteer.

Eric Polins is the recipient of the Silver Medal by The American Advertising Federation for outstanding contributions to advertising and his active role in furthering the industry's standards, creative excellence, and responsibility in areas of social concern. He is an award-winning Public Relations Practitioner with numerous awards from the Public Relations Society of America (PRSA) for reputation management, crisis management, community relations, and public affairs work. Polins was the lead consultant for a grass roots community outreach campaign that helped pass a countywide half penny school sales tax for Hillsborough County Public School improvements worth over one billion dollars, which earned HCP the Mass Media Agency of the Year Award by The American Marketing Association.

Polins is an experienced spokesperson, broadcaster, producer, editor, technical writer, and journalist. He has written thousands of industry articles and press releases for global and national clients ranging from highly technical products and services to delicate social issues for local government and non-profits. His expertise in digital media, broadcast production and storytelling has earned him national awards and peer recognition by dozens of the nation's best industry associations representing marketing and public relations professionals.

Polins has strong media relations in the Tampa Bay region and understands the mission and goal of journalists, editors, publishers, and all practitioners in the regional/statewide mass media market. His combination of technology experience, journalism, crisis management, and broadcast production gives him a unique skill set in the local market. He has a strong ability to create local newsworthy content with a global perspective that aggressively promotes Tampa Bay and Florida to national and international media outlets.



Section 2 - Team Qualifications

Government Experience

Polins has significant government experience, working with Florida-based municipalities, Community Redevelopment Areas (CRAs), and public/private partnerships to provide insights representative of their constituents. Clientele in this category:



Responsibilities and Expertise

Polins' day-to-day duties include, but are not limited to:

- Represents clients in the maritime, government, military, hospitality, tourism, financial service, insurance, media, security, and retail markets
- Works closely with HCP's Vice President of Research to implement qualitative and quantitative research for internal/external target audiences, including public opinion polls, citizen sentiment surveys, in-person intercepts, telephonic surveys, online questionnaires, and the entire HCP process of Research, Planning, Implementation and Execution (RPIE)
- Coordinates research results with both PR and Marketing and Advertising budgets and strategies to rationalize appropriate messaging and brand positioning
- Handles all crisis management for clientele (on call 24/7)
- Serves as in-house assignment editor to create, plan, and implement both online and offline content
- Heavily involved in all Florida-based public affairs, community relations, and issues management
- Writes the majority of all client press releases, company profiles, fact sheets, FAQs, etc. (General PR)
- Works with clients to create, execute and/or support newsletters, short-form social media videos, guest editorials, PowerPoint presentations, web content, and various other traditional and digital communication-based tactics
- Executes all technical writing and white paper for complex clientele
- Provides on/off camera media training and public speaking guidance
- Implements and manages multiple wire organizations (PR Newswire, Business Wire) and more in-depth analytical and metric platforms (Meltwater) to produce, disseminate, and justify story angles, positions, and results with fact-based and media metrics for web, social, and traditional PR tactics to continually monitor and proactively change to navigate subject matter to highest level of relevance while delivering a maximum return on investment
- Monitors and reports all consulting, staff hours (time), web/social/PR analytics to ensure budget is accurate and utilized to maximize combined efforts with client
- Brainstorms with PR/Comm and Marketing Department heads to create new events and grass root community campaigns to agenda set PTB vision/mission
- Sets weekly meetings with agendas and follows up with detailed conference reports to create a system of checks and balances for ensured success of strategic planning for all communications



Section 2 - Team Qualifications

Sean A. Coniglio



Senior Business Strategist/Partner
Education: BS Management and Marketing, University of Tampa
AS Business Administration, Andrew College
Experience: 25+ Years

Coniglio has 25+ years in the marketing and management arena, working in the government sector the past 15 years. He has a long history and understanding of private business both domestically and internationally having worked with companies seeking US distribution. He has a unique mix of consulting and advisory experience which allows him to adapt and apply his wealth of experience in different forms which provides a new perspective that is beneficial to the clients he serves. He has consulted and advises clients ranging in size and scope from start-ups, Fortune 500 companies, public private partnerships, and government agencies. Other industries include maritime, banking, credit unions, education, employee leasing, finance, healthcare, hospitality, human resources, insurance, professional employer organizations (PEOs), non-profit, real estate, professional sports, and telecommunications.

Responsibilities and Expertise

As a Senior Business Strategist/Partner with HCP, he is involved in leadership advisory and consulting services with a focus on team management and organizational project planning for research assignments, strategic planning, consensus building and communication planning. Day-to-day company responsibilities include financial stewardship, staff management, operations, and building strategic alliances with various other firms in support of clients.

Government Experience

Over the past 15 years, Coniglio has been involved in numerous public-private partnerships, non-profits, and government agency assignments ranging from initial project research planning, market planning, communications, and campaign development and management. Most notable assignments which were in the public domain include:

Public/Private Agencies

- Tampa Downtown Partnership 2007-present
- Westshore Alliance 2017-present
- Visit Tampa Bay 2012-present
- Tampa Bay EDC 2013-present
- Tampa/Hillsborough Film & Digital Media Commission 2012-2020
- Florida City & County Managers Association 2014-2017
- Veterans Memorial Park & Museum Committee 2017-2019
- Military Learning Center of Tampa Bay 2019-2020
- Tampa Bay Defense Alliance/MacDill AFB 2014-present



Section 2 - Team Qualifications

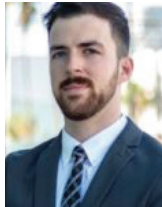
City/County Municipalities

- Ybor City Development Corporation 2016-present
- City of Tampa 2016-present
- Hillsborough County 2018-present
- Hillsborough County Planning Commission 2019-2021
- Pinellas County - Visit St. Pete Clearwater 2021- present
- Pinellas County – Pinellas Economic Development 2019-2020
- Pinellas County – Solid Waste & Recycling 2017-present
- Pinellas County – Health and Human Services 2016
- Sarasota County 2017-present
- Hillsborough Area Regional Transit (HART) 2016-present
- Pinellas Suncoast Transit Authority (PSTA) 2016-present

Affiliations

Chaired the Tampa/Hillsborough County Film & Digital Media Commission, The Florida Aquarium Executive Board of Directors, Visit Tampa Bay Marketing Committee, alumnus of Leadership Tampa 2006 and Leadership Tampa Bay 2004, Founder of the Tampa Film Institute and Athletic Club of Tampa Bay.

Robert Allen



Vice President of Research
Education: BA Economics, University of Florida
Experience: 10+ Years

Allen oversees the research services and data analytics for HCP. He works with information ranging from massive transaction databases to carefully curated interviews. His specialties include market research, citizen and brand perception tracking, economic development, digital analytics, and strategic planning.

A Tampa Native, Allen developed marketing databases for businesses in various industries, including logistics, retail, and banking prior to joining HCP. He has led first-party research studies of very specific audiences and geographies, as well as large nationwide projects.

As Vice President of Research at HCP Associates, Allen develops Key Performance Indicators (KPIs) to measure campaign effectiveness of both website and digital advertisement performance. He designs and administers HCP's tailored research solutions, whether online, telephonic, in-person, or in focus groups.

Allen brings government, academic, media, and marketing research experience to the team. While a student at the University of Florida, he first immersed himself in the world of data working on an analysis of campaign spending in congressional elections. Following graduation, he built marketing databases for Fortune 500 companies, deploying advanced dashboards and analytics directly to clients fingertips.



Section 2 - Team Qualifications

For the past 10 years, he has designed, managed, and overseen a wide variety of research, analytics, and strategic planning projects, working directly with clients to design, manage, implement, and report the findings of each.

Responsibilities and Expertise

With research experience in various industries utilizing multiple methodologies, Allen has accrued a plethora of experience enabling him to make sound recommendations to clients regarding their research needs. Allen oversees HCP's in-house research operations, and maintains communication with both the client and the account manager regarding progress. Some of Allen's duties included, but are not limited to:

- Proposing preliminary research methods
- Data mining for secondary research findings via news outlets, research tools, and databases
- Develop tools to measure satisfaction, business potential, media concept testing, competition in the market, client retention, brand awareness tracking, and employee satisfaction
- Crafting of scripts, questionnaires, prompts and outlines for primary phone, direct mail, focus group, electronic, and secret shopper surveying
- Digital website analytics
- Digital advertising strategy

Government Experience

Allen has accumulated significant government experience, working with municipalities throughout the state, CRAs, public/private partnerships, and the like to provide them insights representative of their constituents. Allen's clientele in this category include:

- Tampa Downtown Partnership 2018-present
- Ybor City Development Corporation/City of Tampa 2018-present
- Westshore Alliance 2018-present
- Visit St. Pete-Clearwater 2020-present
- City of Tampa Government 2019-present
- Pinellas County Government 2018-present
- Pinellas County Department of Solid Waste 2018-present
- Pinellas County Economic Development 2019-present
- Pinellas Suncoast Transit Authority (PSTA) 2018-present
- Hillsborough County Board of County Commissioners 2018-present
- Hillsborough County City-County Planning Commission 2019-present
- Tampa/Hillsborough Film & Digital Media Commission 2018-present
- Hillsborough Area Regional Transit (HART) 2018-present
- Sarasota County Government 2018-present



Section 2 - Team Qualifications

Lindsey Walters



Manager of Marketing Services

Education: BASc Mass Communications, University of South Florida

Experience: 9+ Years

Originally from Buffalo, NY, Walters moved to Tampa to attend college. With over nine years of varied marketing experience in industries including entertainment, human resources, professional development, non-profit and higher education, Walters is well versed in establishing strategic marketing direction, leveraging channel and stakeholder partnerships, and increasing brand awareness by curating creative content, and establishing regular testing and measurement of activity.

Walters was an instrumental team player in the marketing department for one of the oldest, most iconic, and historic venues globally at Tampa Theatre, until moving abroad to live and work in London, UK, for four years. During this time, she and her husband traveled to over twenty countries across Europe and Asia. After relocating back to Tampa in April 2020, she is excited to be part of the Tampa community once again.

As the Manager of Marketing Services at HCP Associates, Walters oversees the client engagement teams for numerous national companies and organizations in various markets, handling everything from advertising and marketing to event management and experiential digital communications. She directs and coordinates assignments between HCP's three service divisions: Research, Strategy, and Marketing. Walters also supervises annual media planning, creative planning, and strategic planning with guidance from HCP's senior leadership team.

Rank Fowler



Manager of Design Services

Education: AS Visual Communications, Art Institute of Ft. Lauderdale

Experience: 25+ Years

Fowler is a native of Tampa Bay area but has moved around throughout his life. With extensive experience in B2B and B2C marketing and advertising design, Fowler's expertise lies in creative direction, graphic/website design, print production, and IT.

Fowler worked in the newspaper and print industry, learning the production process. He then moved into the world of ad agencies as a graphic designer and art director, honing his skills in creative direction, illustration, print production, photography, and design. From there he worked for a Fortune 500 company as a Senior Graphic Designer and Print Production Manager, managing over \$10 million in print projects per year.

As HCP's Manager of Design Services, Fowler oversees all design projects, from conception to delivery, and reviews any junior designers or freelancer's work to ensure the highest quality. He also designs original pieces, including illustrations and infographics, and generates ideas to portray concepts and advertise HCP's client's products and services. Fowler will maintain brand consistency for all projects and work closely with both Research and Marketing leads to stay on top of deadlines and traffic flow for HCP and all clientele.

Fowler has been awarded numerous awards including a Gold ADDY and several Silver ADDYs. Fowler is a former United States Marine and has been awarded the Navy Achievement Medal, Good Conduct Medal and the National Defense Service Medal.



Section 2 - Team Qualifications

Julie Fleishman



Marketing & Communications Coordinator

Education: BS Event Management, University of Central Florida

Master of Education in Counselor Education & Student Affairs, Clemson

Experience: 8+ Years

Originally from Boca Raton, Fleishman relocated to Tampa from Tallahassee in June 2021 to join HCP Associates. Prior to HCP, Fleishman spent eight years in the higher education and non-profit sectors, where she was instrumental in leading strategy, communication, and logistics for multiple large-scale events, philanthropies, community service projects and fundraisers.

As the Marketing & Communications Coordinator at HCP Associates, Fleishman connects how HCP's communication, marketing, branding, social media, website, trade shows, conferences, special events, and advertising come together to deliver marketing and communications strategies for our broad range of clients.

Lynn Cronin



Administrator

Education: BS Psychology, University of Pittsburgh

Experience: 40+ Years

Initially from Pittsburgh, Pennsylvania, Cronin has lived in Tampa for over 40 years. Cronin has a diverse background in business, operations, customer service, direct sales, human resources, and personnel training.

Cronin manages the HCP office environment, accounts payable/receivable, in addition to human resources for the HCP team.



Section 3 - Our Approach

HCP's Mantra

Marketing cannot be successful without proactive, strategic planning that includes measurable objectives, grounded in research, and evaluated for a return on investment.

HCP has logged 35 years of experience supporting small to medium-sized organizations, cities, towns, DMOs, public/private partnerships, CRAs and numerous other types of similar-sized organizations similar to the City of Key West.

We have extensive experience with strategic planning for two very similar clients from our ongoing work with The Ybor City Development Corporation (CRA) and Port Tampa Bay. We have developed and executed marketing plans, annual budgets, new branding and positioning platforms, crisis communications strategies, community engagement events, media relations, and research-based projects to gauge citizen and visitor sentiment.

We have an in-house creative director, copywriters, designers, social media experts, web developers, digital analytics specialists, and even perimeter security expertise to assist with webcam monitoring and maintenance.

Both Port Tampa Bay and The Ybor City CRA are two prime examples of how well we work with smaller budgets with an on-call approach to being a solutions provider for all your marketing and communications needs.

Our Approach to Marketing and Communications projects starts with an initial review of your organization's branding and positioning platform so we may better understand what you and your constituents want to get across to all publics and at the same time, being critical if that messaging lines up with what those audiences "want to hear" from you. Often this is not aligned and/or postured properly and we can adjust that messaging, the brand, the position or the theme of the platform to better fit what the audience wants to hear as opposed to everything your organization wants to say. Basically, a huge difference between the purpose behind sales and marketing for any DMO.

Having a communications model and plan, in addition to a solid crisis communications strategy is extremely important before we market broadly with paid traditional/digital media, and even more importantly before we start media relations for regional, statewide, national and international earned media.

We follow a proven life-cycle model of RPIE: RESEARCH, PLANNING, IMPLEMENTATION, and EVALUATION to rationalize and justify all our tactics based on facts derived from primary and secondary research, in addition to strategic planning sessions with senior management and quarterly goals identified.

Our capabilities are part of a unique balance between three cannons of service:



Research



Strategy



Marketing



Section 3 - Our Approach

Marketing Communications

Being creative and thinking out-of-the-box is extremely important in marketing. We deliver the goods all day long, but we like to substantiate our creativity with real, measurable research; our mantra is facts and figures win the day.

Do you have an in-house marketing director, a full department, or maybe no dedicated marketing person at all? Not to worry, HCP has a long history of marketing support for all three scenarios. And for many of our long-term clients, we serve as their dedicated marketing department and support daily tasks that cover an array of A to Z skills and tactics.

Perhaps you already have a strategic plan in place and don't need our research services; that's ok too. No matter what service you engage HCP for, we take pride in always delivering enhanced marketing services infused with unique business consulting levels.

Once a clearly defined strategy is in place, HCP's account management, marketing, communications, and design teams will work to ensure every step of your marketing plan is efficiently executed. Through every step of the process, we will monitor and report the progress of your plan.

The following are examples of the marketing management services that HCP can provide for your company:

Marketing Plan Management

If implemented properly, a marketing strategy and plan can be quite effective. At HCP, our staff is adept at implementing, monitoring, and managing every step of your marketing plan so you can concentrate on what you do best at your organization. HCP has you covered from budget management to invoicing and billing, media negotiation/placement to public relations and crisis management, and every other aspect of your marketing strategy.

Community Brand Management

Whether it be representing the brand for the City or developing a uniquely branded event which is appealing to the community residents, businesses, and visitors; consistency and usage are essential to your marketing and community success. HCP will monitor and track all brand usage and ensure that, in every way possible, your brand equity is not diluted or lost in the background of media clutter.

Design Management

If a picture is worth a thousand words, then strategically developed messages are worth ten thousand. Our team of creative professionals will develop traditional and digital designs in multiple mediums to best translate and communicate your message in the community and market space. Through traditional and digital advertising, community marketing collateral, corporate identity packages, POS brochures, and a plethora of other tactics, HCP will create a well positioned brand with themed materials that stand out and gets your message noticed to all audiences.

Digital Communications Management

Digital communications management enables your community to communicate in ways lost through traditional print and social media mediums. HCP's award-winning team has decades of experience developing broadcast spots, commercials, film, and short-form video presentations for a variety of organizations. No matter how simple or abstract, the HCP production team will work with you to produce award-winning film and/or video tactics.



Section 3 - Our Approach

Media Management

Effective media marketing is not about getting the most exposure anywhere you can. Building brand value for a destination and seeking a return on investment requires proper planning and selection of the right media channels based on the resources available. Our goal is to work within the constraints of your budget, provide the best possible advice that allows us to maximize the spending to achieve a greater return on investment. HCP's media professionals will research, negotiate, and manage your entire media placement campaign to ensure you get the greatest exposure for the lowest cost.

Public Relations Management

Public relations is one of the keystones to maintaining and increasing positive earned media for any community agency. Our team of PR specialists will ensure that your organization receives the maximum exposure possible. Press conferences, Press releases, media kits, news alerts, and newsletters are all viable options for spreading the word about your organization's most recent newsworthy items. Our award-winning media relations professionals have the national, state and regional media connections to get your news out. Additionally, we will monitor and research monthly news and industry-specific media to ensure you are up-to-date on all the current trends and developments in your industry. We work with Meltwater and PR Newswire to ensure the highest levels of newsworthy dissemination and deep analytics and reporting.

Event Planning

Event planning continues to be a major driver for any organization and/or community that is a destination for tourists. We consistently meet with our government agency clients, board members, committee members, and industry and/or community event organizers to brainstorm and develop collaborative plans for special events of various types. HCP will develop unique strategies to reach your target market by utilizing PR, direct mail, e-blasts, contests, and other creative methods to attract large groups.

Social Media Marketing and Management

Social media is playing a growing role of importance in search engine marketing and gaining organic rankings on search engines. Many government agencies we have worked with are not early adopters. We have found that social media outlets provide government agencies with a greater opportunity to have ongoing conversations with the community by proactively telling various stories and events taking place in the community. We will give you the tools to be successful in this constantly changing realm and keep a pulse on developing trends and how they might affect your community.

Web Management

HCP is dedicated to developing user-friendly, effective and clean websites that maximize visibility and search engine optimization (SEO). From inception to launch, we work hand-in-hand with our clients to ensure their vision becomes a digital reality. By combining the disciplined thinking of functionality and form, coupled with the knowledge gained developing government agency websites, we have fostered our interactive abilities from our early dotcom roots, enabling our clients to maximize their websites and social media platforms to maximize their digital footprints.



Section 4 - Work Examples

Throughout HCP's 35-year history, our firm has had the pleasure of working with a diverse array of clients representing varied industries including Public Private Partnerships, Non-Profits, Government Departments, Government Board Commissions, City Councilors, Mayors, and County Administration. We understand the importance of serving a community. Our dedication to our clients is reflected through the longstanding relationships we continue to support, and the new relationships formed. We have demonstrated Strategic Communications, Research, and/or Marketing support to the following Florida-based clients:



Section 4 - Work Examples

CASE STUDY: Multiple Projects

Ybor City Development Corporation, City of Tampa

2015 East 7th Ave. Tampa, FL 33605

Courtney Orr, Manager

Courtney.Orr@tampagov.net

(813) 274-7936

www.YborCityOnline.com



Industry of Client

Economic Development/Government/Historic District/Community Redevelopment Area (CRA)

Service Description

Full-Service Support: Research, Strategic Planning, Public Relations (Crisis Management) Issues Management, Public Involvement, Web Design, Graphic Design, Media Placement, Social Media, and Film/Video Production.

Length of Relationship

Two three (3) year contracts (2016-present)



All projects were completed on schedule and on or below budget.

Brief Synopsis

HCP Associates was named marketing and media relations firm of record by The City of Tampa for the Ybor City Development Corporation (YCDC) in April of 2016 and served for three consecutive years. HCP was recently awarded a second term of another three-year contract in the Fall of 2020. The YCDC is a division of the City of Tampa's Economic & Urban Development Department and serves as the economic development agency for the Ybor City District.

The initial three-year contract was focused on changing the perception of Ybor City from "Tampa Night-Life Playground" to an up and coming, revitalized and diverse neighborhood. Today, many of the whispers of past nightlife have been replaced rejuvenated by office space, stores, restaurants, apartments, and single-family homes. Corporate headquarters, manufacturing operations, tech startups, and small retailers have genuinely revitalized America's Neighborhood, seeing it as a model CRA that has retained its historic and diverse cultural integrity—something all its residents, business owners, works, and visitors greatly appreciate.

Despite the positive transition and hundreds of proactive stories posted by both media and citizens via social media channels, some continue to hold onto perceptions from the past. In response, the YCDC wanted to understand the needs of the community and increase awareness of the district's revitalization efforts to increase brand awareness of its new residential, commercial and tourism amenities.

HCP has completed three Ybor City resident and worker studies since 2016 and below you will find the link to the latest study completed in 2021. These studies establish benchmarks for satisfaction and recommendation levels, collect perceived assets and opportunities for the district, document motivating factors for use in attracting future residents, glean benefits for potential businesses to relocate to Ybor City, identify challenges to achieving residential, retail, and commercial capacity, and solidify how the stakeholders define Ybor City's brand equity among its residents and workers.



HCP's 2016 Resident/Worker Study for Ybor City

https://www.hcpassociates.com/wp-content/uploads/2019/02/YCDC-2016_resident_worker_results.pdf

HCP's 2018 Resident/Worker Study for Ybor City

<https://yborcityonline.com/wp-content/uploads/2018/10/YCDC-2018-District-Survey.pdf>

HCP's 2021 Resident/Worker Study for Ybor City

https://yborcityonline.com/wp-content/uploads/2021/09/YCD_20210929_study_presentationv2.pdf

Prior to HCP's first contract, the YCDC indicated there was a passionate sense of community among those who live and work in Ybor City, but they had never been studied. HCP developed a research plan, inclusive of in-person and telephonic interviews, as well as online surveys. Participants included business owners, employees, and residents.

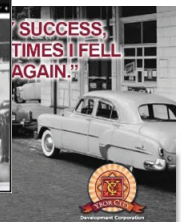
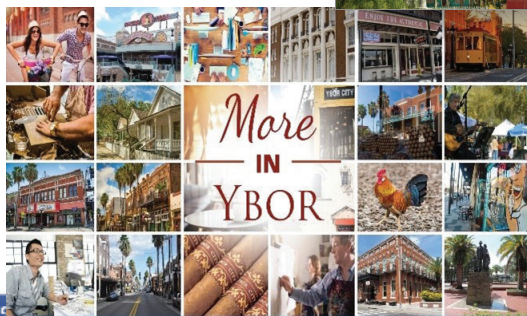
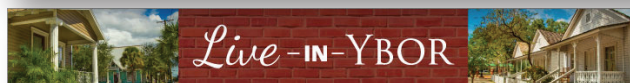
Our approach at the onset of winning the RFP in 2016 was to study the community. More than 700 stakeholders participated in the baseline research. Responses helped HCP understand similarities and differences between each of these groups. They shed light on their decisions to spend time in the district, features that were most appealing, visuals that represent Ybor's distinctive landscape, key community assets, as well as areas for improvement. Responses identified how and what to communicate, when promoting the district to prospective residents, visitors, business owners, and beyond.

The results from the 2016 survey were paramount to one of the YCDC's primary marketing initiatives for the year—launching a new website that reflected the district's transitioning identity from an entertainment district to a live, work, and play district. Feedback highlighted Ybor's strongest assets, inclusive of its historic significance, diversity, architecture, walk-ability, food and beverage, and activity. These were all components and visuals that became critical to incorporate into the layout, design, and copy of the website. By leaning on the stakeholders, it became clear what needed to be featured and easily accessible. Learnings from visitors, residents, workers, business owners, and leaders also shaped the most critical messages to communicate the assets of Ybor to prospects that matched their profiles. Visitors since the launch of this first website were landing on pages from relevant search queries at over six (6) times the frequency of the prior generation website. A retail campaign, intent on driving followers to the YCDC's social media and website during their slow season, resulted in substantial growth. Posts reached 106,698 people in the summer of 2016, compared to the prior year's 37,357. There were 4,528 post engagements, compared to 2015's 563, and 525 shares, versus 158 in 2015.

Upon completion of the research, the HCP creative team went to work. They brainstormed with the research team, reviewing the named visuals, landmarks, and aspects of the district that were mentioned most frequently in the survey. The volume and diversity were both impressive. There was so much more to Ybor than even we knew. The tagline, "More in Ybor," stuck as the team gathered photography and created a branding and positioning platform and strategic communications plan. It became the proven foundation of the America's Neighborhood theme for the next three years.

During the first three-year term, the HCP public relations consultant worked very closely with The City of Tampa's Public Relations Director, the Tampa Police Department Spokesperson, Tampa Fire Rescue Public Information Officer, and the City of Tampa's Emergency Services Department to establish clear lines of communication and an overarching crisis management plan. Ybor City business owners did not have previous direction for best practices in the event they are approached by media during a short or prolonged crisis event.





Over the past four years, HCP's strategic communication planning has effectively and efficiently (annual budget is \$100,000.00) changed the position and perception of the YCDC to focus on its true objective of economic development and revitalization of one of Florida's true historic landmarks, as opposed to their previous chamber of commerce tactics. Like its work for Port Tampa Bay over the past four years, HCP is on call 24/7 to advise and handle any/all public statements, speeches, videos and/or crisis issues. We have had great success increasing media relations; specifically, when numerous media outlets would report on crisis situations and would continually tag "Ybor City" in negative light. This was resolved by working closer with the TPD and informing media of the CRA boundaries that technically make up Ybor City. We have had great success having media issue immediate corrections removing the Ybor City name and paying closer attention to our media alerts documenting Ybor City boundaries. This proactive and fact-based approach to watchdogging inaccurate reporting has built a respectful relationship with all local and state media outlets and increased proactive PR for Ybor City.

HCP continues to handle all PR proactively with weekly blogs, social media, press releases, and a new video series titled "Voices of Ybor." This series features key players in the district that are making a difference with their organizations or corporations and is created and produced with students from the Digital TV, Radio, Film and Media Production department at Hillsborough Community College (HCC). HCC students visited key businesses and locations throughout the district for a multi-part series of short-form videos. Each video was filmed and produced by the students highlighting their individual artistic styles of storytelling.

Press Release: Hillsborough Community College Film Students Bring the Voices of Ybor to Life

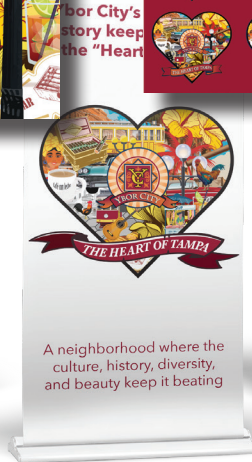
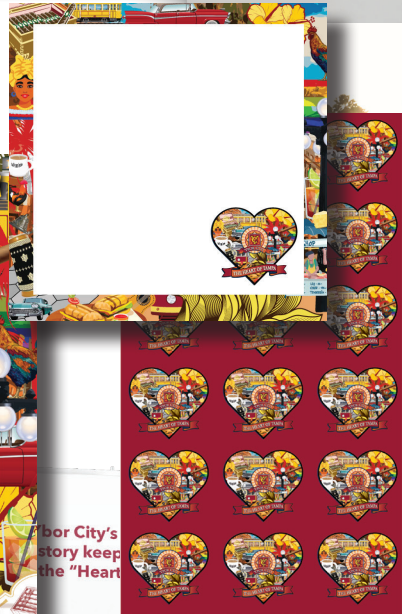
<https://www.globenewswire.com/en/news-release/2021/03/17/2194542/0/en/Hillsborough-Community-College-Film-Students-Bring-the-Voices-of-Ybor-to-Life.html>

One of the things that HCP engaged early in the pandemic was a weekly social media post that publicly displayed a motivational quote and a historic photo from Ybor City archives from its diverse history. As this developed and gained notoriety on social media and attracted media outlets to feature the often turbulent and harsh history of historic struggle of an immigrant-based America's Neighborhood, HCP realized this small, yet diverse neighborhood held a key to success in the power to survive hard times at all costs and to come out the other side, no matter what. This heartfelt, yet collective struggle became the basis for HCP's new campaign for Ybor City for 2021 and beyond... Ybor City is "The Heart of Tampa."

HCP has engaged all team members to support the YCDC for both three-year terms. YCDC management and the City of Tampa is pleased with HCP's work in pinpointing many of the district's assets and the most critical components to use in conveying those assets to developers, corporate headquarters, small business owners, residents, and visitors.

Today, we see very big plans unfolding in front of our eyes for Ybor City through community visionaries. Plans for Gas Worx, a concept that will transform 50 acres between Ybor and downtown's Channel district into a thriving destination for residential and hi-rise commercial uses; we like to think our work had something to do with the revitalization of Tampa's most prized possession, Historic Ybor City.





Section 4 - Work Examples

CASE STUDY: Multiple Projects

Port Tampa Bay

The Joseph Garcia International Center
Port Tampa Bay
1101 Channelside Drive
Tampa, FL 33602
Paul Anderson, President & CEO
panderson@tampaport.com
(800) 741-2297
www.porttb.com



PORT TAMPA BAY™

Industry of Client

Economic Development/Government/Maritime

Service Description

Full-Service Support: Research, Strategic Planning, Public Relations (Crisis Management), Issues Management, Public Involvement, Web Design, Graphic Design, Media Placement, Social Media, and Film/Video Production.

Length of Relationship

Two three (3) year contracts with one interim year contract (2018-present)

All projects were completed on schedule and on or below budget.

Brief Synopsis

In 2018 Port Tampa Bay approved a three-year agreement with HCP Associates, Inc. for strategic communications. Prior to HCP's involvement and despite positive growth reports for the past four years, Port Tampa Bay had modest brand awareness with online/offline media outlets, their social media channels were not fully developed and had little to no followers, and the overall sentiment from the public was misunderstood. HCP immediately began working with the incoming Director of Public Relations and created a triage-based crisis communications plan. Next, HCP focused on the creation and dissemination of proactive and newsworthy stories with an emphasis on establishing positive media relations on state and local levels. HCP also worked with Port communications to revamp all social media channels with an organized and daily schedule of proactive press releases and newsworthy announcements and events. One of the more recent significant milestones at Port Tampa Bay was in 2019 when a major container shipping company, CMA CGM, announced its partnership with the Port. France-based leadership, Port management, Port customers, local officials, and business leaders gathered at the terminal to celebrate the inaugural call of the CMA CGM DALILA, the largest container ship ever to pass under the Sunshine Skyway Bridge in the history of Port Tampa Bay. HCP Associates handled all public relations, media relations, and proactive social media for the event, including a massive digital display of the ship's monumental voyage under the Sunshine Skyway Bridge for 24 hours in Times Square on the PR Newswire Jumbotron.

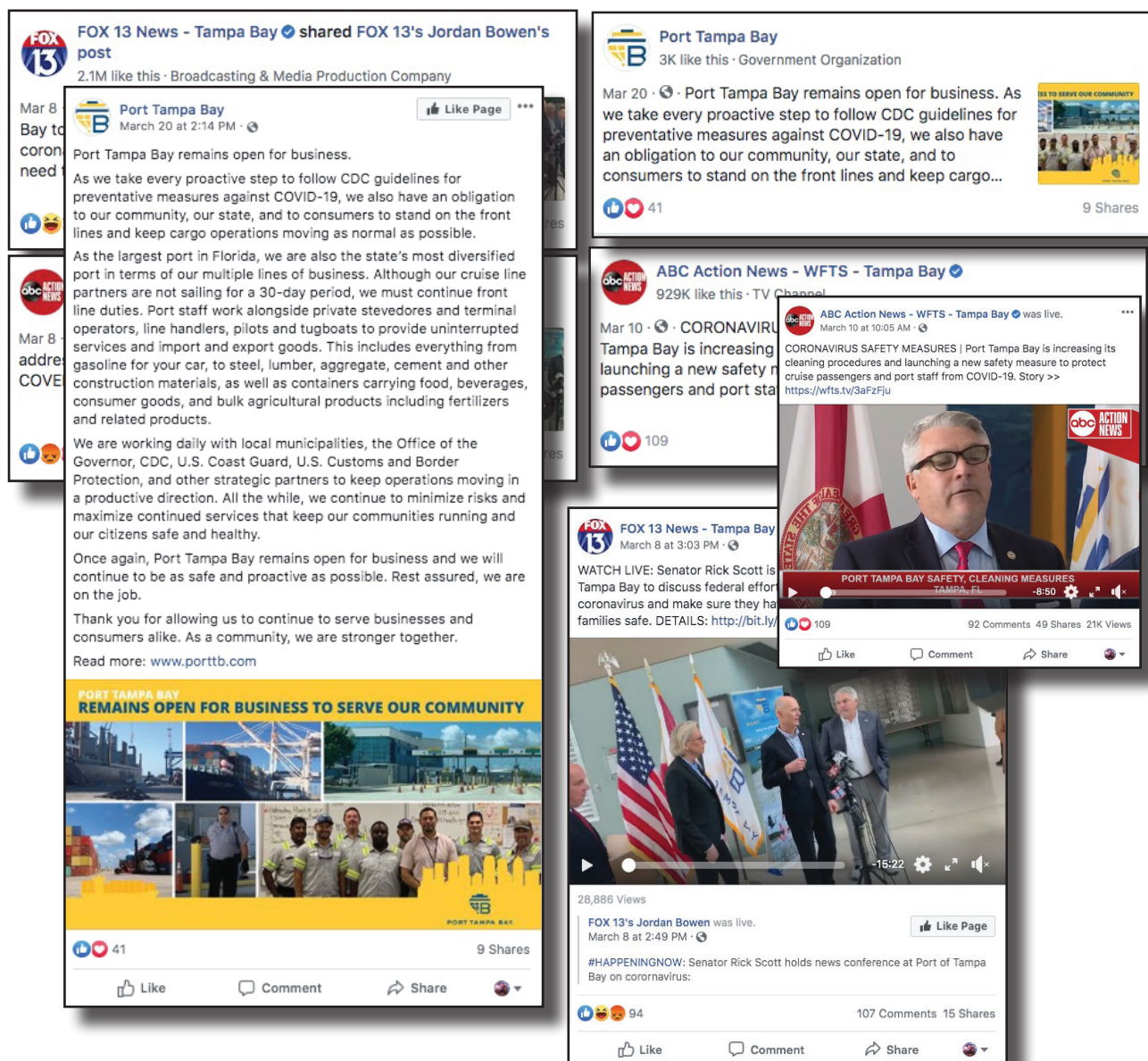


Section 4 - Work Examples

Results:

Since the beginning of HCP's relationship with the Port, the public's understanding of the Port's products and services has changed by providing a full understanding of all the intricacies that go into running a large port that affects millions of peoples' lives daily. Positive and engaging stories, shared daily, have also established a rejuvenated media relations connection and social media posts have increased followers by 185 percent. Additionally, the news of the CMA CGM container ships was picked up in 126 news sources with a potential audience of 86,533,485.

Areas of Service: Strategic communications, public relations, crisis communications, media relations, strategic planning, graphic design, and digital/social media.





BUSINESS

With its container business growing, Port Tampa Bay sets the stage for more



The container ship Cosco Piraeus docked at Port Tampa Bay in January to unload the first of what will be two weekly shipping container deliveries from Asia. CHRIS UTISO | Times

By **Richard Danielson**

Published Mar. 19, 2019

TAMPA — Now that its cargo business is ramping up, thanks largely to two new weekly container ships from Asia, Port Tampa Bay has a new challenge: keeping up with its growth.

"We're sort of the dog that caught the car," Port Tampa Bay president and chief executive officer Paul Anderson said Tuesday. "We've got to handle two (new) weekly ocean services. That's an additional 104 vessel calls per year of some of the largest ships that have ever come to Port Tampa Bay."

BUSINESS

Tampa port's expansion of Big Bend channel done a year early



A dredging ship with Great Lakes Dredge & Dock Co., works to widen and deepen Port Tampa Bay's Big Bend Channel in January. Dredging was finished last week, a year ahead of schedule. (Photo via Port Tampa Bay)

By **Richard Danielson**

Published Apr. 15, 2019

TAMPA — It's the project that took nearly 20 years to get started, but only six months to finish.

A \$63 million dredging project to expand the Big Bend Channel at Port Tampa Bay has been completed a year ahead of schedule, the port announced Monday.





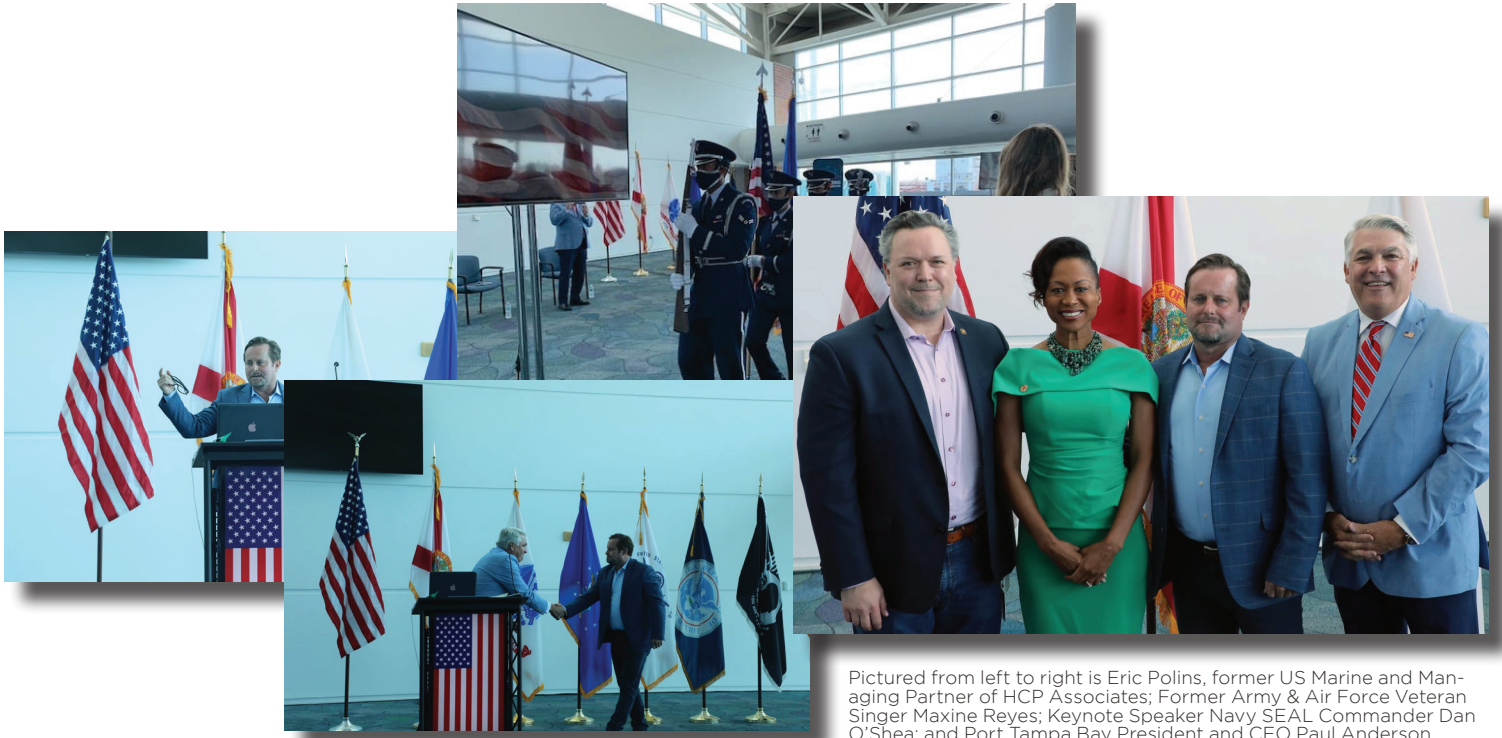
Port Tampa Bay – Return to Cruising Press Conference

HCP Associates worked closely with PTB Marketing & Public Relations Departments to welcome back cruising to Tampa Bay after 18 months on no ships or passengers in the port.

HCP orchestrated a major press conference for Senior Leadership from Royal Caribbean International, Visit Tampa Bay, AAA, and PTB to welcome dozens of media partners and broadcast networks on Saturday, October 16 at 9:00 am at PTB's Terminal 6. RC's ship, the Serenade of the Seas successfully departed with over a thousand happy passengers later Saturday afternoon. We look forward to five more cruise lines following suit over the next six weeks with back-to-back press conferences. A major success for our team and client, Port Tampa Bay!

- Tampa Bay Times - [Cruising is back in Tampa Bay with first ship in 18 months](#)
- Tampa Bay Times - [The cruise industry says it's safer than other vacations. We talked to COVID experts](#)
- Tampa Bay Times - [Here's why the supply chain is a mess — and will be for a while](#)
- FOX 13 - [After more than a year, cruises return to Port Tampa Bay](#)
- News Channel 8 - [Tampa businesses prepare as cruises set sail for first time since start of the pandemic](#)
- News Channel 8 - [Bon Voyage! First cruise sets sail from Port Tampa Bay since 2020; local businesses thrilled](#)
- 10 News - [Cruise ship to depart from Port Tampa Bay after 18-month hiatus \(Video\)](#)
- Bay News 9 - [Cruises depart Port Tampa Bay again](#)
- ABC Action News - [First cruise ship readies to set sail from Port Tampa Bay on Saturday](#)
- Cruise Radio - [Tampa Welcomes First Cruise Ship in 19 Months](#)
- Cruise Hive - [Cruises From Port Tampa Bay Are Back With Royal Caribbean Cruise Ship](#)
- Florida Patch - [After Long Hiatus, Cruise Ships To Set Sail From Port Tampa Bay](#)





PTB's Military Appreciation Event

Months before Memorial Day 2021, HCP created and launched PTB's inaugural Military Appreciation Event to honor and recognize PTB employee veterans & community service members during National Military Appreciation Month. Additionally, Brian Ford, COO of the World Champion Tampa Bay Buccaneers, made a special presentation of the Lombardi Trophy for photo opportunities with the honorees. This event is now slated to occur every year in May.

HCP orchestrated longtime connections with SOCOM to secure former Navy SEAL Commander Dan O'Shea, Former Army & Air Force Veteran Singer Maxine Reyes, The MacDill AFB Honor Guard, and PTB President & CEO Paul Anderson.

The event was so successful that The Tampa Bay Buccaneers agreed to support and help make the event even larger to include the military community in Tampa Bay.



Section 5-Rates and Fee Structure

The following pricing details the cost of services dependent upon project specifications.

Consulting Services - \$150 per hour

- PR/Communications Consulting
- Strategic Planning
- Marketing Consulting
- Product & Service Launch
- M&A Planning/Facilitation
- Creative Campaign Planning
- Marketing Plan Development

Research - \$125 per hour

- Secondary Research
Publication Research
Association Research
Competitive Industry Research
- Primary Research
Questionnaire & Survey Development
Statistical Analysis
Quantitative & Qualitative Analysis
- Stakeholder Research
Secret Shopping
Stakeholder Interviews \
- Focus Groups
Online Panels
Telephonic Interviews

Marketing Services- \$125 per hour

- Account Service Management
Campaign Management
Media Negotiation & Placement
Direct Mail Management
Event/Trade Show Management
Social Media Management
- Creative Services
Campaign Concept Development
Development of Brand Standards
Print/Ad Layout
Newsletter E-Blast Design
Presentation/Poster Design
Brochure Design
Tradeshow Collateral Design
- Digital Services
Web Design/Development
Web Edits/Maintenance
Web & Social Media Analytics
Video & Broadcast Development

**The stated pricing does not include the cost of printing, supplies, postage, royalty-free artwork or travel. These costs will be billed in addition to the project. HCP will ensure to communicate the cost of such materials and necessities with the designated point of contact before we proceed with any purchases.*

Section 6- Workload Capacity

HCP Associates has a full-service in-house staff with the ability of the proposed team to complete the assignment work in an expeditious manner based on our active workload and/or current commitments of key team members assigned. Our staff is comprised of senior-level consultants that have experience with similar-sized government entities with equivalent budgets and marketing communications-based strategies. We do not assign low or mid-level practitioners to manage our contracted accounts; we only attach senior level consultants as daily liaisons to ensure the highest level of professionalism and quality assurance.



Section 7- Our Office & Support Staff

HCP Associates is located in the Channelside District of Tampa in Port Tampa Bay's Joseph Garcia International Center at 1101 Channelside Drive, Suite 301, Tampa, Florida 33602. Our support staff is available 24/7, as our firm handles numerous government contracts that often require services seven days a week. We are available to travel on a routine basis to Key West as required by the meetings, presentations and scheduled work in the community.

Section 8- Subconsultants

HCP Associates will not be utilizing any outsourced contractors or subconsultants for this project.

Section 9- Business & Community Outreach

Since our inception over 35 years ago, HCP has been grounded by research and facts with a particular emphasis on recording, documenting and endorsing citizen/consumer sentiment. This endorsed approach to identify the power of the people helps us as a third party moderator and messenger to rationalize, align, and justify small to medium-sized government entities and leadership prior to launching "creative" campaigns for any DMO or public private partnership to the general public.

Post RFP, we will provide a detailed action plan to support the needs of the City of Key West, and the Historic Seaport. We will create a timeline, budget, and planning document identifying and aligning our collective goals for the community for traditional, digital, and grass roots marketing dovetailed with communications-based services and tactics.

Some of our key samples of highly successful community outreach campaigns include but are not limited to:



Click the logo for more details



Section 10- Required Forms and Documentation



THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL

List items to be performed by CONTRACTOR's own forces and the estimated total cost of these items. (Use additional sheets if necessary.)

Marketing Services Estimated Annual \$ 75,000.00*
(see attached breakdown, Exhibit A)
* Only estimate

SUBCONTRACTORS

The Proposer further proposes that the following subcontracting firms or businesses will be awarded subcontracts for the following portions of the work in the event that the Proposer is awarded the Contract:

Name

Street

City

State

Zip

Name

Street

City

State

Zip

Name

Street

City

State

Zip

PROPOSER

The name of the Proposer submitting this Proposal is

HCP Associates, Inc. doing business at
1101 Channelside Drive Ste 301 Tampa, FL 33602
Street City State Zip

which is the address to which all communications concerned with this Proposal and with the Contract shall be sent.

The names of the principal officers of the corporation submitting this Proposal, or of the partnership, or of all persons interested in this Proposal as principals are as follows:

<u>Eric R. Polins</u>	<u>Managing Partner</u>
<u>Sean Coniglio</u>	<u>Managing Partner</u>
_____	_____

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this _____ day of _____ 20__.

Signature of Proposer

Title

If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this 21st day of October 2021.

(SEAL)

HCP Associates, Inc.
Name of Corporation



By _____

Title Managing Partner

Attest Sean Coniglio
Secretary

ANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
) SS
COUNTY OF Hillsborough)

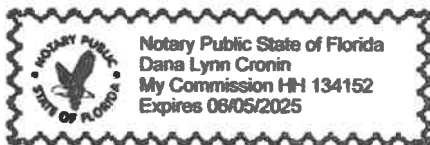
I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: [Signature]

Sworn and subscribed before me this 21st day of October,
2021.

Dana Lynn Cronin
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 06/05/2025



SWORN STATEMENT UNDER SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid or Proposal for RFP # 007-21
Marketing Services Key West Historic Seaport
2. This sworn statement is submitted by HCP Associates, Inc.
(Name of entity submitting sworn statement)
whose business address is 1101 Channelside Drive, Ste 301,
Tampa, FL 33602
and (if applicable) its Federal Employer Identification Number (FEIN) is 36-4519122

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____)
3. My name is Eric R. Polins
(Please print name of individual signing)
and my relationship to the entity named above is Managing Partner
4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any bid or contract for goods or services to be provided to any public or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.
5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means
- a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).

☒ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

_____ There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted CONSULTANT list. (Please attach a copy of the final order.)

_____ The person or affiliate was placed on the convicted CONSULTANT list. There has been a subsequent proceeding before a hearing officer of the State of

Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted CONSULTANT list. (Please attach a copy of the final order.)

_____The person or affiliate has not been put on the convicted CONSULTANT list.
(Please describe any action taken by or pending with the Department of General Services.)

Eric R. Polins
(Signature)
10/21/2021
(Date)

STATE OF Florida

COUNTY OF Hillsborough

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Eric R. Polins who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 21st day of October, 2021.

My commission expires: 6/05/2025

Dana Lynn Cronin
NOTARY PUBLIC



CITY OF KEY WEST INDEMNIFICATION FORM

To the fullest extent permitted by law, the CONSULTANT expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents and employees (herein called the "indemnitees") from any and all liability for damages, including, if allowed by law, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, caused in whole or in part by any act, omission, or default by CONSULTANT or its subcontractors, material men, or agents of any tier or their employees, arising out of this agreement or its performance, including any such damages caused in whole or in part by any act, omission or default of any indemnitee, but specifically excluding any claims of, or damages against an indemnitee resulting from such indemnitee's gross negligence, or the willful, wanton or intentional misconduct of such indemnitee or for statutory violation or punitive damages except and to the extent the statutory violation or punitive damages are caused by or result from the acts or omissions of the CONSULTANT or its subcontractors, material men or agents of any tier or their respective employees.

CONSULTANT: HCP Associates, Inc.

SEAL:

1101 Channelside Drive, Ste 301, Tampa, FL 33602

Address

Signature

E.R. Polins

Eric R Polins

Print Name

Managing Partner

Title

DATE:

October 21, 2021



**LOCAL VENDOR CERTIFICATION PURSUANT TO
CITY OF KEY WEST ORDINANCE 09-22 SECTION 2-798**

The undersigned, as a duly authorized representative of the VENDOR listed herein, certifies to the best of his/her knowledge and belief, that the VENDOR meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a. Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.
- b. Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.
- c. Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.

- ✓ Not a local VENDOR pursuant to Ordinance 09-22 Section 2-798
- Qualifies as a local VENDOR pursuant to Ordinance 09-22 Section 2-798

If you qualify, please complete the following in support of the self-certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name HCP Associates, Inc. Phone: 813.318.0565

Current Local Address: 1101 Channelside Dr Ste 301 Fax: _____
(P.O Box numbers may not be used to establish status) Tampa, FL 33602

Length of time at this address: 13 years

[Signature] Date: 10/21/2021
Signature of Authorized Representative

STATE OF Florida COUNTY OF Hillsborough

The foregoing instrument was acknowledged before me this 21st day of October, 2021

By Eric R. Polin's, Managing Partner of HCP Associates
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

or has produced identification known as identification
(Type of identification)

Return Completed form with
Supporting documents to:
City of Key West Purchasing



Dana Lynn Cronin
Signature of Notary

Dana Lynn Cronin
Print, Type or Stamp Name of Notary

Notary Public
Title or Rank

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Hillsborough)

I, the undersigned hereby duly sworn, depose and say that the firm of HCP Associates Inc. provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

By: [Signature]

Sworn and subscribed before me this

21st Day of October, 2021.

Dana Lynn Cronin
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 06/05/2025



CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Hillsborough)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of HCP Associates, Inc. have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

E.P.R.

Sworn and subscribed before me this

21st Day of October, 2021.

Dana Lynn Cronin

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 06/05/2025




VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Respondent Vendor Name: <u>HCP Associates, Inc.</u>		
Vendor FEIN: <u>36-4519722</u>		
Vendor's Authorized Representative Name and Title: <u>Eric R. Polins, Managing Partner</u>		
Address: <u>1101 Channelside Dr, Ste 301</u>		
City: <u>Tampa</u>	State: <u>FL</u>	Zip: <u>33602</u>
Phone Number: <u>813.318.0565</u>		
Email Address: <u>epolins@hcpassociates.com</u>		

Section 287.135(2)(a), Florida Statutes, prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to section 215.4725, Florida Statutes, or is engaged in a boycott of Israel. Section 287.135(2)(b), Florida Statutes, further prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services over one million dollars (\$1,000,000) if, at the time of contracting or renewal, the company is on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, both created pursuant to section 215.473, Florida Statutes, or the company is engaged in business operations in Cuba or Syria.

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies that Boycott Israel List, Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject such company to civil penalties, attorney's fees, and/or costs and termination of the contract at the option of the awarding governmental entity.

Certified By: <u>Eric R. Polins</u>	<u>Managing Partner</u>
<i>Print Name</i>	<i>Print Title</i>
who is authorized to sign on behalf of the above referenced company.	
Authorized Signature: <u></u>	

NON-COLLUSION AFFIDAVIT

STATE OF FLORIDA)

:

SS COUNTY OF MONROE)

I, the undersigned hereby declares that the only persons or parties interested in this Proposal are those named herein, that this Proposal is, in all respects, fair and without fraud, that it is made without collusion with any official of the Owner, and that the Proposal is made without any connection or collusion with any person submitting another Proposal on this Contract.

By: 

Sworn and subscribed before me this

21st day of October, 2021.


NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 06/05/2025



Exhibit A
Hourly Fee Schedule
Date

Position Title	Hourly Rate
SEE ATTACHED	

COST BREAKDOWN

YEAR 1: BRAND PLATFORM SET UP & LAUNCH BUDGET

PHASE & TIMELINE	Services & Support	COST
Phase 1.	Assessment	\$20,000
	Stakeholder Interviews	
	Community Research	
	Quantitative Online Biz Owners Survey	
	Quantitative Online Resident Survey	
	Strategy Defined	
Phase 2.	Creative Platform Development	\$25,000
	Brand Platform	
	Creative Concepts	
	Message Development	
	Media Plan & Budget	
	Video Journalist	
Phase 3.	Platform Implementation	\$30,000
	Website Build	
	Social Media Graphics	
	Other Material Graphics	
	Public Relations	
	Launch	
Phase 4.	Management Consulting	Estimated Annual Total: \$75,000
	Social Media Ambassador Support	
	Media Negotiation, Placement & Management	
	Public Relations Management	
	Research	
	Web Design, Development & Maintenance	

Note - once platform is set up, a larger percentage of the budget can be allocated to direct expenditures for media placement and other needs.

YEAR 2: BRAND PLATFORM MANAGEMENT & INCREASED MEDIA

Phase 5.	Management Consulting	\$150/hr
	Social Media Ambassador Support	\$125/hr
	Media Negotiation, Placement & Management	\$125/hr
	Public Relations Management	\$125/hr
	Research	\$125/hr
	Web Design, Development & Maintenance	\$125/hr



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/18/2021

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 Adcock-Adcock Insurance Agency 315 W. Fletcher Ave. Tampa FL 33612-3414		CONTACT NAME: Tina Cardinale PHONE (A/C, No. Ext): 813-933-6691 E-MAIL ADDRESS: tinar@adcock-insurance.com FAX (A/C, No): 813-932-6287	
INSURED HCP Associates Inc. 1101 Channelside Drive Suite 301 Tampa FL 33602-3611		INSURER(S) AFFORDING COVERAGE INSURER A: Main Street America Assurance Co. INSURER B: RLI Insurance Company INSURER C: Main Street Amer Protection Ins Co INSURER D: INSURER E: INSURER F:	
		NAIC # 29939 13056 13026	

COVERAGES

CERTIFICATE NUMBER: 1707734987

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 SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
C	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		BPG0017A	10/7/2021	10/7/2022	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
C	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		BPG0017A	10/7/2021	10/7/2022	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 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 \$		CUG0017A	10/7/2021	10/7/2022	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$
	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 <input type="checkbox"/> N/A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Professional Liab. Claims made Retro-Active date 03/21/16		RTP0021972	3/21/2021	3/21/2022	Per Claim Aggregate Deductible 2,000,000 2,000,000 20,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The City of Key West is included as Additional Insured under General Liability per Blanket Additional Insured form #BPM3100, attached, if terms/requirements are met and subject to all policy conditions, wording, terms, etc. General Liability includes a Blanket Waiver of Subrogation, per form #BP0497, attached, if terms/requirements are met and subject to all policy conditions, wording, terms, etc.

CERTIFICATE HOLDER**CANCELLATION**

City of Key West
1300 White Street
Key West FL 33040

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



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/25/2021

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PRODUCER AUTOMATIC DATA PROCESSING INS AGCY 76250871 1 ADP BLVD M/S 625 ROSELAND NJ 07068		CONTACT NAME: PHONE (800) 524-7024 (A/C, No, Ext): FAX (800) 524-4013 (A/C, No): E-MAIL ADDRESS:	
		INSURER(S) AFFORDING COVERAGE	
		NAIC#	
		INSURER A: Hartford Casualty Insurance Company	
		INSURER B:	
		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

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

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYYY)	LIMITS	
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG	
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE AGGREGATE	
A	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	X	76 WEG AE2C7Z	10/21/2021	10/21/2022	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE -EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations. Blanket Waiver of Subrogation applies in favor of the Certificate Holder per the Waiver of Our Right to Recover from Others Endorsement WC000313, attached to this policy.

CERTIFICATE HOLDER

City of Key West
1300 WHITE ST
KEY WEST FL 33040-4854

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

Susan L. Castaneda

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