



City of Key West

**Caroline Street
and Bahama Village
Community Redevelopment
Agency (CRA)
Key West, Florida**

**RFP # 10-015
Marketing Services
Key West Historic Seaport**

August 26, 2015



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City of Key West
Caroline Street and Bahama Village Community Redevelopment Agency
Office of the City Clerk
3126 Flagler Street
Key West, Florida 33040

RE: RFP # 10-015 Marketing Services Key West Historic Seaport

Dear Selection Committee Members,

WGI Creative Services, a division of Wantman Group Inc. (WGI), is pleased to respond to your Request for Proposals (RFP) to provide marketing services to the Key West Community Redevelopment Agency (CRA) for the Key West Historical Seaport (KWHs). We are excited for the opportunity to collaborate with the CRA and develop an overall marketing plan that positions the KWHs as a premier tourist destination. To fully accomplish the goals as set out in the RFP, we present a team of passionate marketing professionals with many years of collective experience who specialize in strategic marketing communications and brand support; graphic design and production of advertising and communication materials; media strategies and buys; copywriting and editing; event planning; web design and programming public relations; and social media. We are fully prepared to meet the needs of the CRA, KWHs, and the community which you support.

WGI is a Florida-based corporation providing full-service engineering and surveying services to Florida clients since 1972, and will serve as prime consultant on this contract. The company's growth and diversification over the past few years resulted in the introduction of WGI Creative Services in 2013, allowing the firm's creative associates the chance to share their considerable talents beyond our internal customers. WGI Creative responded by creating beautiful brochures, provocative advertising, wayfinding signage, branding, memorable logos, effective websites, and more for a wide variety of clients. WGI Creative Services does everything a traditional ad agency does, but with a difference – we approach marketing with the precise eye of an engineer and the heart of an artist.

Currently employing over 270 associates, including 12 full-time in the Creative Services Division, WGI is fully equipped and staffed to handle a contract of this scope. With over 32 years of experience, our Project Manager, Bryan Peterson (561.713.1689; bryan@wgicreative.com), has worked in top agencies and will direct our team to your complete satisfaction. WGI has a long history of service to municipalities, CRAs, and other public agencies in Florida and will bring this tremendous wealth of experience to Key West. To ensure the absolute best customer service and expertise in all areas, we have also selected Alchemy Communications to assist us with brand development, market research, copywriting, art direction, media planning and management, social media, and public relations, as well as providing as-needed services in all other areas of the scope.

In summary, we make our clients' projects successful by committing to excellence on every assignment, without exception. We understand our role as your creative design consultant to coordinate the efforts of our staff, adhere to the project scope, meet or exceed the schedule, and deliver creative and thoughtful concepts and designs. Our qualifications, innovative thinking, subconsultant expertise, and track record of client satisfaction ensure that our team provides the utmost in service and professionalism. WGI Creative Services appreciates the opportunity to provide this statement of qualifications, and we look forward to demonstrating our commitment to your success. The WGI Creative Services Team welcomes the opportunity to serve you!

Sincerely,
WANTMAN GROUP, INC.

David Wantman, PE
President

Bryan Peterson
Project Manager





Proposal Requirements





Who we are

WGI CREATIVE SERVICES is all about teamwork. One person comes up with an idea, the rest of the team begins to brainstorm, and before long creative executions emerge. It can't be done alone, so we have assembled a group of multi-talented art directors, graphic artists and writers committed to finding strategic, budget-conscious solutions for every imaginable creative challenge. While there may be something we can't do creatively, we haven't found it yet.

What we do

With creative services, you can't be all things to all people. Otherwise, you'll be an around-the-clock thinking, coffee-chugging, budget-watching, client-conscious, deadline driven group of genuinely nice, super-talented yet humbly modest people capable of creating everything from websites and brochures to ads and direct mail pieces that people actually open and go, "Hmmm, this looks interesting" Oh, wait a minute. That's us.

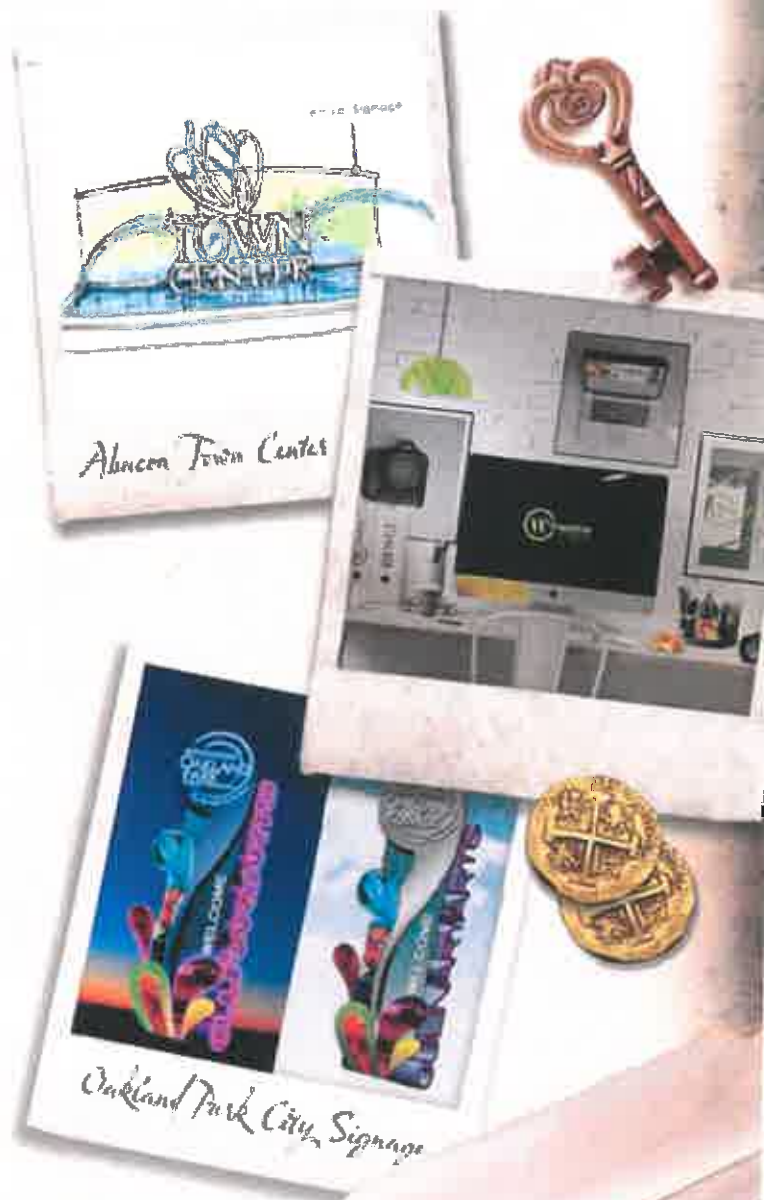
ADVERTISING - We take a highly creative approach to even the most traditional media. It's the only way to keep the viewers' eyes riveted on your message.

BRANDING - By defining and building strong brands, we help companies increase customer loyalty and create awareness among their buyers.

GRAPHIC DESIGN - In our hands, it's more than pretty pictures and dramatic typefaces. It's the art of visual communication, boldly executed.

INTERACTIVE - Marketing is no longer a one-sided communication, so we create engaging digital media that encourages customers to interact with the brand.

PACKAGING - We design eye-catching packaging that stands out, so your products will fly off the shelves. Because you can tell a book by its cover



Our work process

Our work process is designed to ensure that we gain a rich understanding of how a client sees itself, what its team feels are its strength and weaknesses, and to learn the intricacies of your market, your place in it, and how you wish to be perceived

It is our goal to become your greatest champions, to absorb as much knowledge as possible from your team, and to become a part of that team so that when we speak, it is in your voice. To that end, we will:

- Initiate a "discovery meeting" to fully understand your needs and budget
- Meet internally with staff to develop a conceptual strategy
- Establish the appropriate team members who are best suited for the project
- Present concepts and mock-ups for presentation
- Communicate with you throughout the project on a regularly agreed-upon schedule of both conference calls and in-person meetings
- Provide initial proofs to you for approval or revision
- Revise as needed
- After final approval, set up files for press or to go live online

Client references

- 1) MSI
John K. Burke
President/Partner
622 Banyan Trail #200, Boca Raton, FL 33431
p: 561.212.8482
johnb@msissl.com
- 2) ARTHUR R. MARSHALL FOUNDATION
FOR THE EVERGLADES
Cheri DiPietro
Director of Finance
1028 N. Federal Hwy., Lake Worth, FL 33460
p: 561-233-9004
cdipietro@oureverglades.org
- 3) J. MORTON, PLANNING, LANDSCAPE
ARCHITECTURE
Jennifer Morton, RLA, LEED AP
3920 RCA Blvd. Suite 2002
Palm Beach Gardens, FL 33410
c: 561.371.9384
jmorton1991@icloud.com email
- 4) CLN OF SOUTH FLORIDA, INC.
Matt Kane
Operations Manager
2336 Cypress Lane, Belle Glade, FL 33430
p: 561-996-5900
matt@clnsofsouthflorida.com
- 6) APPLETREE MANAGEMENT GROUP
Nathaniel Crosby
President
1001 North US Highway 1, Suite 602
Jupiter, FL 33477
p: 561-626-9701
natecrosby@atrcgroup.com
- 7) BUSINESS DEVELOPMENT BOARD OF
PALM BEACH COUNTY
Kelly Smallridge, President and CEO
302 Evernia Street
West Palm Beach, FL 23401
p: 561.835.1008
ksmallridge@bdb.org

Client testimonials



ARTHUR R. MARSHALL
FOUNDATION *for the Everglades*

August 20, 2015

To Whom It May Concern,

The Arthur R. Marshall Foundation for The Everglades has had the pleasure of working with WGICS on a project related to website creation and promotion. Their marketing expertise and highly skilled professionals have created the finest website we have ever had. Their work ethic and ability to follow-through is outstanding. They take the time to work directly with our Foundation professionals to craft messages and content that precisely characterizes who we are and what we do. But, they do more.

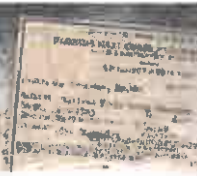
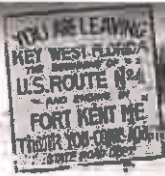
WGICS offered, and the Foundation accepted, assistance retooling our marketing strategies to increase corporate sponsorships and fund development opportunities. They recognized the value the Foundation has to Everglades restoration and conservation and took time to reach out and do more! You rarely find that type of dedication and goodwill WGICS has demonstrated.

Please feel free to contact me should there be any questions I can answer.

Sincerely,



Cheri DiPietro
Director of Finance



Client testimonials

JOHN K. BURKE
MSI
phone. 561.272.8482
email. johnb@msissl.com
www.msissl.com

"As a client of WGI Creative for several years, I am honored to give them my heartfelt endorsement and highest recommendation of their services. Time and time again, the WGI creative staff has made our company look like a first-class professional organization through the design and wording for our advertising, collateral material and web site. They are innovative and insightful. They are current and detailed. And, their customer service is amazing. Many times, they have gone beyond the call of duty to perform extraordinary customer service, and continue to do so today.

Our interaction has been weekly for more than five years. The team is courteous, careful and conscientious with each and every assignment. With hundreds of competitors out there in the LED Industry, it is critical to project the right image. We believe Bryan Peterson and his team have played a major role in our success, and have made a difference in MSi Lighting's image and presence in the marketplace today.

Personally, I have worked with several advertising agencies and graphics houses in the past 30 years, and can honestly say that WGI's attention to detail, pleasant demeanor and willingness to help is a seldom seen attribute in this industry. I wholeheartedly endorse this company, and would welcome the opportunity to share my satisfaction with anyone considering their services at any time."

KEVIN CANE
CLN OF SOUTH FLORIDA
phone. 561.996.5900
email. kevin@clnofsouthflorida.com
www.clnofsfl.com

"Hello Bryan, I want to thank you and your staff for the wonderful job that you have done in building our new web site. The time you have taken with my staff listening to their needs and then letting them come together with your staff and your ideas has allowed you to give us more than we expected in a web site. Everybody at CLN thanks you."





Team qualifications

KEY PERSONNEL

BRYAN PETERSON - Bryan is a multi-faceted senior creative professional designer and illustrator with diverse portfolio; able to think conceptually and passionate about design. He has over 32 years experience in creating collateral, posters, packaging, logos, branding, point-of-purchase, ad campaigns and design communications from concept through completion. Bryan has worked in top agencies, and has art directed numerous photographers, illustrators and overseen printing. Similar experience includes working with the cities of Pembroke Pines, Tamarac and Oakland Park, as well as a continuing contract with the Hillsborough County Aviation Authority.

MARTHA BLUMEL - Martha is a motivated graphic arts professional with 26 years experience in the field. Her award-winning creativity in design, combined with her drive to provide top-notch service for her diverse private and governmental clients, allows her to take on new and varied projects with enthusiasm and ease. Similar experience includes working with the USDA Forest Service, South Florida Water Management District, and the cities of Boynton Beach and West Palm Beach, as well as a continuing contract with the Hillsborough County Aviation Authority.

KELLY OWENS - A writer/editor for 30 years, and VP of two boutique PR firms for six years, Kelly Owens brings ideas, products, and services to life. You'll often find her trolling through pop cultural detritus, hard news, and industry research, finding obscure facts and interesting data she can utilize. Kelly has, at various times and often all at once, been a journalist, film production manager, copywriter, managing editor, blogger, and ghost writer. Adept at social media, she's always on Twitter, and can post to Facebook, update LinkedIn, upload to YouTube, and blog simultaneously. She has expertise in all facets of ad & marketing, websites, strategy, product development, video production, networking, and client relations. Similar experience includes working with the Business Development Board of Palm Beach County.

STEVE OWENS - A creative director and graphic designer with over 30 years experience, Steve is the man behind the pictures, the visual image, the branding imprint, the physical identity, the film representation, the custom website design, and any other aspect of your firm that falls under "aesthetics" and "brand." His ability to distill the essence of your company or product into the visual media results in great creative that works great. Steve oversees all creative initiatives at Alchemy for print, broadcast, and digital media, and he is well-versed in creating brand identities, inventive packaging and presentation, collateral advertising and marketing tools, custom website design, creative direction for TV, sales films, and photo shoots, and more. Similar experience includes working with the Business Development Board of Palm Beach County.

OTHER TEAM MEMBERS *(see resumes for qualifications)*

MARGARITA YERASTOVA

JAVIER OLAYA

TAWNIA PUGSLEY

DANIELLE DUX





**PROJECT MANAGER/
DIRECTOR OF CREATIVE SERVICES**

Bryan Peterson

MARKET RESEARCH

Kelly Owens
Martha Blumel

ART DIRECTION

Bryan Peterson
Martha Blumel
Steve Owens

**MARKETING & PROMOTIONS
COORDINATION**

Bryan Peterson
Martha Blumel
Kelly Owens
Steve Owens

GRAPHIC DESIGN

Margarita Yerastova

MEDIA PLANNING & MANAGEMENT

Kelly Owens
Tawnya Pugsley

COPYWRITING & EDITING

Kelly Owens

**BRAND DEVELOPMENT
& MANAGEMENT**

Bryan Peterson
Martha Blumel
Kelly Owens
Steve Owens

WEBSITE DESIGN & DEVELOPMENT

Steve Owens
Javier Olaya

SOCIAL MEDIA & PR

Kelly Owens
Tawnya Pugsley

**QUALITY CONTROL /
PUBLIC INVOLVEMENT**

Danielle Durr



RELEVANT EXPERIENCE

WAYFINDING SIGNAGE FOR PEMBROKE PINES, KITE REALTY GROUP, PROJECT MANAGER As Project Manager, Bryan created mock-ups depicting various locations of wayfinding and monument signs for the City of Pembroke Pines (Cobblestone Plaza/Pembroke Pines)

MUNICIPAL SIGNAGE MARKETING, BARON SIGN MANUFACTURING, PROJECT MANAGER Bryan coordinated various projects and served as direct contact to Baron Sign to ensure communication and customer satisfaction. Specific projects included conceptual design and production of gateway, wayfinding and monument signage for the cities of Tamarac and Oakland Park

TRADESHOW BOOTH GRAPHICS AND MARKETING, TIERRA SOUTH FLORIDA, INC., PROJECT MANAGER. Bryan supervised all aspects of branding and production for the tradeshow graphics. This included the initial branding design, which was carried through on all marketing materials, as well as layout and production of Tierra South Florida table skirt graphics and other materials as needed for tradeshows.

CONTINUING CONTRACT | HILLSBOROUGH COUNTY AVIATION AUTHORITY, TAMPA, FLORIDA, PROJECT MANAGER As Director of Creative Services (CS), Bryan is responsible for overseeing and managing the development of overall layout and production design for advertisements, brochures, magazines and corporate reports. CS will also be designing title and post production work, multimedia campaigns, promotional products, technical illustrations and computer artwork for use in a variety of material including, but not limited to, complex graphics, animation and live video content for a diverse array of media, including smartphones, handheld electronic devices, television and the web.

CORPORATE MARKETING, BROWARD COUNTY, FLORIDA PANTHERS HOCKEY & BANK ATLANTIC CENTER, DIRECTOR OF CREATIVE SERVICES Bryan served as Director of Creative Services for various projects for the Florida Panthers & Bank Atlantic Center. He was responsible for design and development of all marketing and promotional materials, website, eblasts, collateral, logo design, ad campaigns, wayfinding signage, and other internal creative projects.

BRYART CREATIVE, INC., DIRECTOR OF CREATIVE SERVICES Bryan served as Director of Creative Services for a variety of projects for clients including Nicklaus Golf Equipment, Golden Bear Golf and All Access Sports Marketing. He managed all design and development of corporate identity, interior signage, multi-media CD Rom brochures, DVD brochures, website design, logo design, collateral material, ad campaigns and packaging

CORPORATE MARKETING & PACKAGE DESIGN, PALM BEACH COUNTY, NICKLAUS GOLF EQUIPMENT, DIRECTOR OF CREATIVE SERVICES Bryan served as Director of Creative Services for Nicklaus Golf Equipment. He was responsible for all product packaging nationally and point-of-purchase for all new products in all retail locations. Bryan was also responsible for website design, collateral, ad campaigns and coordinated all printing.

MARKETING & CREATIVE PROJECTS, PALM BEACH COUNTY, CLUB & COMMUNITY CORPORATION, DIRECTOR OF CREATIVE SERVICES Bryan served as Director of Creative Services and established an in-house design department to manage marketing and creative projects for various high-end country clubs, including Kiawah Golf & Country Club, Pinehurst Country Club, Sonoma Mission Inn, and Paradise Ranch Resort. Services also included wayfinding signage for clients such as Telliqual Resort.

CORPORATE MARKETING, PALM BEACH COUNTY, EXECUTIVE SPORTS INTERNATIONAL, DIRECTOR OF CREATIVE SERVICES Bryan served as Director of Creative Services and was responsible for the creative concepts for various high level projects, including corporate identities, corporate multi-media presentations, ad campaigns and marketing plans for national golf tournaments and Nicklaus Design. He also worked on signage, promotional materials and web design for the annual PGA Memorial Tournament.

RIVIERA BEACH MOCK-UPS, CWA LANDSCAPE ARCHITECTS & CONTRACTORS, PROJECT MANAGER As Project Manager, Bryan created mock-ups depicting wayfinding and monument signs in numerous locations throughout the City of Riviera Beach, giving the client various options from which to choose.



Bryan Peterson

PROFESSIONAL PROFILE

Bryan is a multi-faceted senior creative professional designer and illustrator with diverse portfolio, able to think conceptually and passionate about design. He has over 32 years experience in creating collateral, posters, packaging, logos, branding, point-of-purchase, ad campaigns and design communications from concept through completion. Bryan has worked in top agencies, and has art directed numerous photographers, illustrators and overseen printing

EDUCATION
Art Institute of
Ft. Lauderdale

SOFTWARE
Adobe Creative Suites CC 2015 (InDesign, Photoshop, Illustrator, Acrobat), QuarkXpress 8, Microsoft Word, Excel and PowerPoint (Mac Platform)

TOTAL YEARS EXPERIENCE 32





RELEVANT EXPERIENCE

OSCEOLA NATIONAL FOREST MOTOR VEHICLE USAGE BROCHURE
CLIENT: FOREST SERVICE, OSCEOLA NATIONAL FOREST GRAPHIC DESIGNER (July 2014 - March 2015) Martha served as graphic designer for the Osceola National Forest Motor Vehicle Usage brochure and fold out map. She was responsible for assisting with the layout, image editing and coordinating with the project manager to complete extensive rounds of revisions, utilizing Photoshop, Illustrator and InDesign.

WEST PALM BEACH WATERFRONT INTERPRETIVE INSTALLATION, CITY OF WEST PALM BEACH, FLORIDA | CLIENT: WISDOM THROUGH WONDER (June 2012 - October 2012) Martha served as graphic designer for layout and production of the interpretive panels portion of the 8-piece waterfront installation of sculptural elements, which communicates the connection between Lake Worth Lagoon and the City of West Palm Beach. This involved working directly with an interpretive designer on layout and design, photography and production of the print-ready files for eight specialty porcelain ceramic panels.

CURRIE PARK INTERPRETIVE PANELS, CITY OF WEST PALM BEACH, FLORIDA
CLIENT: LINDA EMERSON INTERPRETIVE DESIGN (April 2014 - September 2014) Martha served as graphic designer for the Currie Park Interpretive Signage project, which celebrates the value of mangroves and coastal conservation. This involved working directly with the interpretive designer on layout, design and production of the print-ready files for four specialty high-pressure laminate panels.

JAYCEE PARK INTERPRETIVE PUBLIC ART MARKERS, CITY OF BOYNTON BEACH, FLORIDA
CLIENT: WISDOM THROUGH WONDER (June 2008 - December 2010) Martha served as graphic designer for the Jaycee Park Interpretive Public Art Markers project, which tells the story of the local estuary ecology, its direct connection to the Gulf Stream ecosystem and Boynton Beach's rich fishing and cultural heritage. This involved working directly with the interpretive designer on layout and design, photography and production of the print-ready files for specialty high-pressure laminate panels and flip-books.

CONTINUING CONTRACT | HILLSBOROUGH COUNTY AVIATION AUTHORITY, TAMPA, FLORIDA As Art Director, Martha will be working with the Creative Services team developing overall layout and production design for advertisements, brochures, magazines and corporate reports, as well as assisting with multimedia campaigns, promotions, technical illustrations and computer artwork for use in a variety of materials. Services also include post production work, multimedia campaigns, promotion products, technical illustrations and computer artwork for use in a variety of material including, but not limited to, complex graphics, animation and live video content for a diverse array of media, including smartphones, handheld electronic devices, television and the web.

ENVISION GRAPHIC DESIGN, INC., ART DIRECTOR (2004 - 2015) As Art Director and Principal of Envision Graphic Design, Martha provided services for a variety of clients, including The National Golf Foundation, South Florida Water Management District, AppleTree Management Group, Fabulous 40rties Magazine and The Beacon Magazine. She was responsible for all research, design, development and production of advertisement campaigns, magazines, brochures, collateral material, logo design and interpretive signage, as well as coordinating and overseeing copywriting and social media services.

VARIOUS PROJECTS | CLIENT: NATIONAL GOLF FOUNDATION (2010 - Present) Martha is responsible for designing and updating the majority of NGF's annual member resource brochures which include the Golf Industry Overview, Golf Participation Summary, Golf Participation in the U.S. report and Core Golfers & Technology. She also creates marketing material, banners and posters for each annual NGF Symposiums. She recently designed the Golf Around the World report for R&A, which is Europe's equivalent to the USGA, based in Scotland.

VARIOUS PROJECTS | CLIENT: SOUTH FLORIDA WATER MANAGEMENT DISTRICT (2009 - 2013) Projects: Recreation Guide spiral bound booklet and SFWMD Annual Budget Books. As a certified WBE vendor for the District, Martha worked directly with the project managers on layout, design and production of both the print-ready and digital files.

FABULOUS 40RTIES MAGAZINE | CLIENT: FABULOUS 40RTIES MAGAZINE (January 2012 - December 2012) Martha served as art director for four quarterly issues of Fabulous 40rties Magazine. Work for each issue consisted of designing and editing proofs for advertisers, assuring client-provided files were print-ready, creating in-house forms and advertisements, image editing, production of layout and preparing final document for the printer within deadline.



Martha Blumel

PROFESSIONAL PROFILE:

Martha is a motivated graphic arts professional with 26 years experience. Her award-winning creativity in design and strong pre-press production skills, combined with her drive to provide top-notch service for her diverse private and governmental clients, has allowed her to take on new and diverse projects with enthusiasm and ease. She also brings excellent creative, managerial and organizational skills to every project.

EDUCATION:

Adobe InDesign, Illustrator and Photoshop training (The Graphics of the Americas Expo, February 2015)

Associates of Arts, Palm Beach State College, Graphic Design/Photography (2006)

SOFTWARE:

Adobe Creative Suites CC 2015 (InDesign, Photoshop, Illustrator, Acrobat), QuarkXpress 8, Microsoft Word, Excel and PowerPoint (Mac Platform)

TOTAL YEARS EXPERIENCE 26





RELEVANT EXPERIENCE

ALCHEMY COMMUNICATIONS GROUP, PARTNER/EDITORIAL DIRECTOR As Editorial Director, responsible for the copywriting, content creation, public relations, and social media for clients in the in the following industries: Healthcare, alternative medicine, bioscience, aviation/aerospace, telecommunications, spas, salons, skincare, cosmetics, fashion, luxury real estate, restaurants and nightclubs, retail shopping destinations, financial services, economic development organizations, non-profit government-related associations, and county and city governments Also responsible for client relations, rainmaking, and staff and vendor management.

BUSINESS DEVELOPMENT BOARD OF PALM BEACH COUNTY, OVERALL OUTBOUND BRANDING. Main researcher and copywriter for all outbound marketing materials highlighting the County's 38 municipalities and identified industry clusters including overall branding efforts, print collateral, print advertising, micro website content, and other marketing materials across multiple platforms. Individual collateral brochures written include a short, general piece titled "Launch. Relocate. Expand. Develop," a series of industry or area based brochures highlighting PBC Resources Guide, Life Sciences, Aviation/Aerospace/Engineering, Business/Financial Services, Cleantech, IT/Telecommunications, Western Communities (Belle Glade, Pahokee, and South Bay) - with others in the pipeline Also designed wireframes and wrote content for spin-off microsites designed to address specific topics of interest for an education initiative, PBCedu.org, a life sciences/healthcare initiative (still in beta), LifeHelix.org, and an entrepreneurship-focused endeavor, PBCeShip.org (in development) Also rewrote the entire BDB.org website content during our first aesthetic site redesign, and slated to do so again in the next 90 days during a second redesign.

SHAMIN ABAS PUBLIC RELATIONS, VICE PRESIDENT As Vice President of a fast-paced, nationally oriented luxury marketing and public relations firm with clients ranging from luxury salons and spas, skincare, cosmetics, high-end retail destinations, nightclubs and restaurants, personally worked with multiple multi-retailer destinations including 150 Worth, PGA Commons, and Downtown at the Gardens. Responsibilities also included hiring, staff management, management of outside service providers, acquisition of new clients, all writing responsibilities from new client proposals to press releases to marketing materials, media contact, account/client management, website development, and more.

ALTIMA INTERNATIONAL, VICE PRESIDENT. As Vice President of a Palm Beach-based boutique luxury marketing and public relations firm specializing in the businesses, charities and events on the island, responsibilities include hiring, staff management, management of outside service providers, acquisition of new clients, all writing responsibilities from new client proposals to press releases to marketing materials, media contact, event management, account/client management, website development, and more.

WEISS RESEARCH, MANAGING EDITOR Responsibilities included copy editing of monthly/weekly newsletters and their promotions, advertising, and ancillary publications, web design concepts; collaboration with web techs; daily editorial content writing/editing/posting to site; managing incoming subscriber email/mail; writing/editing/managing bulk email marketing/communications and related software; collaborating with marketing department on direct mail and e-marketing.



Kelly Mayfair Owens

PROFESSIONAL PROFILE

A writer/editor for 30 years, and VP of two boutique PR firms for six years, Kelly Owens brings ideas, products, and services to life. You'll often find her trolling through pop cultural detritus, hard news, and industry research, finding obscure facts and interesting data she can utilize. Kelly has, at various times and often all at once, been a journalist, film production manager, copywriter, managing editor, blogger, and ghost writer. Adept at social media, she's always on Twitter, and can post to Facebook, update LinkedIn, upload to YouTube, and blog simultaneously. She has expertise in all facets of ad & marketing, websites, strategy, product development, video production, networking, and client relations.

EDUCATION

Associate's Degree, Mass Communications, College of Boca Raton, Bachelor's Degree, Community Psychology (major)/Abnormal Psychology (minor), Ohio State University (studied)/Nova University (graduated)

TOTAL YEARS
EXPERIENCE 30



ALCHEMY
COMMUNICATIONS GROUP



RELEVANT EXPERIENCE

ALCHEMY COMMUNICATIONS GROUP, PARTNER/CREATIVE DIRECTOR As Creative Director, responsible for brand identity development, logo design; custom website design; packaging design, ad design for print and web, print collateral design, trade show/kiosk/FOS design, creative direction, storyboarding, and editing oversight for broadcast production; direct-response marketing design, and multi-media campaign design. Alchemy's client include/included those in the following industries: Healthcare, alternative medicine, bioscience, aviation/aerospace, telecommunications, spas, salons, skincare, cosmetics, fashion, luxury real estate, restaurants and nightclubs, retail shopping destinations, financial services, economic development organizations, non-profit government-related associations, county and city governments, as well as promoting new entrepreneurship, brilliant ideas, and start-up businesses.

TURNBERRY INC. THE REEF, ATLANTIS As Co-Creative Director, responsible for partial ownership hotel/condo's brand identity, consisting of sales video, TV commercials, full print campaign, marketing collateral including sales brochure, in-room tent cards, branded passkeys, and other printed materials, and on-site sales center design.

TURNBERRY INC., TURNBERRY HARBOUR, DESTIN FL. As Creative Director, responsible for luxury condominium's brand identity development, sales film, TV commercials, supervision of five-day video/photo shoot, print collateral, specialty direct mail, and full print campaign.

BUSINESS DEVELOPMENT BOARD OF PALM BEACH COUNTY, SHINE INITIATIVE. Creative Director for a sophisticated, high-end multi-media marketing campaign that included a multi-day photo shoot around the county, print ads in airline magazines, airport Duratrans, high-end direct mail, invitations to privately hosted events in Palm Beach, event table cards with QR push-through to microsite in the VIP tent at the Palm Beach International Polo Club, microsite content and design, self-packaged print collateral distributed only to qualified individuals, select Palm Beach County based magazine ads, infographics, and a series of collateral inserts used in an existing brochure portfolio for distribution at in-person presentations at New York- and Chicago-based hedge funds.

GIBSON ROSCOE OWENS, PARTNER/CREATIVE DIRECTOR. First as a Creative Director, then as a Partner, Steve spent 20+ years at RJ Gibson/Gibson Roscoe Owens advertising, a full-service advertising agency that began specializing in the marketing of luxury real estate after many years of serving clients across a spectrum of industries that include hospitals, non-profits, retail, and service industries.



Steve
Owens

PROFESSIONAL PROFILE

A creative director and graphic designer with over 30 years' experience, Steve is the man behind the pictures, the visual image, the branding imprint, the physical identity, the film representation, the custom website design, and any other aspect of your firm that falls under "aesthetics" and "brand." His ability to distill the essence of your company or product into the visual media results in great creative that works great. Steve oversees all creative initiatives at Alchemy for print, broadcast, and digital media, and he is well-versed in creating brand identities, inventive packaging and presentation, collateral advertising and marketing tools, custom website design, creative direction for TV, sales films, and photo shoots, and more.

EDUCATION

Associate of Arts Degree,
Art Institute of
Ft. Lauderdale

SOFTWARE

Adobe Creative Suites CC
2015 (InDesign, Photoshop,
Illustrator, Acrobat),
QuarkXpress 8, Microsoft Word,
Excel and PowerPoint (Mac
Platform)

TOTAL YEARS

EXPERIENCE 30+



ALCHEMY
COMMUNICATIONS GROUP

RELEVANT EXPERIENCE

ALCHEMY COMMUNICATIONS GROUP, COMMUNICATIONS DIRECTOR Responsible for a wide range of public-facing responsibilities for clients in variety of industries including economic development, real estate, financial management and high-net-worth insurance brokerage, construction, retail shopping destinations, and business-to-business professional services. Expertise includes public relations, social media, media research, media buying, media placement, production management including traffic coordination and print production bidding, and client relations.

JOHNYA COMMUNICATIONS, PARTNER/SALES DIRECTOR Responsible for directly recruiting and servicing clients with their advertising, marketing, and public relations needs in a wide variety of industries. Targeted decision-making executives and developed solid relationships based on a high-level of credibility and trust. Continued to build and maintain excellent client relationships, helping to support their companies' goals and objectives.

SHANDS HEALTHCARE, DEVELOPMENT ASSOCIATE Represented Shands Hospital for Children at University of Florida and Shands HealthCare in the community. Served as South Florida's Children's Miracle Network liaison for Shands Hospital for Children at UF to patients and their families, sponsors, donors, prospects, physicians, volunteers, and the community in five-county area. Independently formulated and implemented plans to achieve communication, marketing, and revenue producing objectives on time, on budget, and with quantifiably measurable results. Anticipated client needs and developed comprehensive communication solutions. Developed and executed strategic marketing communication plans that support objectives including generating revenue to support the program.

THE PALM BEACH POST, EDUCATION SERVICES MANAGER/COMMUNITY RELATIONS COORDINATOR Independently formulated and implemented plans to achieve departmental objectives on time, on budget, and with quantifiably measurable results. Generated departmental revenue by researching, identifying, and recruiting donors and sponsors to fund departmental programs and special events. Represented The Palm Beach Post in the community. Developed and maintained excellent relationships with internal and external audiences, served on various committees, Board of Directors, and professional associations. Designed, wrote, edited, and proofed published materials including newspapers, printed collateral, feature articles, cover stories, advertisements, and web content. Designed and managed website including creating, writing, and editing on-going content. Publisher of The Palm Beach Post's KidsPost publication for over 7 years. Negotiated contracts and sponsorship packages with outside organizations and vendors.

AREA AGENCY ON AGING OF PALM BEACH/TREASURE COAST, DIRECTOR OF DEVELOPMENT & COMMUNITY EDUCATION Designed, wrote, edited, and proofed published materials including press releases, newsletters, printed collateral, and advertisements. Generated revenue by researching, identifying, and recruiting donors, sponsors, and exhibitors to fund departmental programs and special events. Successfully solicited donations for giveaways, door prizes, and fund raising campaigns through personal contacts, follow-up phone calls, and direct mailings. Developed and designed unique sponsorship marketing packages to increase revenue and create a positive community perception. Prepared, reviewed, and updated mailing lists and coordinated direct mailings to the same. Negotiated contracts and sponsorship packages with outside organizations and vendors. Developed and maintained excellent relationships with internal and external audiences, served on various committees, Board of Directors, and professional associations.



Tawnya Pugsly

PROFESSIONAL PROFILE

Tawnya has close to 20 years' experience in public relations communications, including special events, sponsorships, writing/editing, marketing, and community relations. Additionally, her expertise extends to media research and placement, and production management. She worked at non-profits, corporations, and various media outlets. She raised millions, managed hundreds of volunteers, planned large-scale events, wrote numerous published materials, coordinated state-wide programs, and published a monthly children's newspaper. Tawnya manages multiple social media clients and full-service accounts.

EDUCATION:

Bachelor of Science Degree, Public Relations, University of Florida

SOFTWARE:

Full Microsoft Office 2013 Suite (PC platform), social media platforms HootSuite, Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube

TOTAL YEARS EXPERIENCE 20



RELEVANT EXPERIENCE

SADDLE TRAIL PARK (SOUTH) NEIGHBORHOOD IMPROVEMENTS, PALM BEACH COUNTY, VILLAGE OF WELLINGTON, PUBLIC INVOLVEMENT AND EQUESTRIAN LIAISON Danielle provided equestrian context-sensitive solutions and assisted the Village with public outreach meetings. WGI was selected to provide surveying, engineering design, permitting, public involvement assistance, bond assistance and construction engineering services for the Saddle Trail Park (South) Neighborhood Improvement Project. Key components of the project include the paving of existing shellrock roads, construction of new equestrian bridle trails, construction of new public water mains, and drainage system reconstruction. Saddle Trail Park is part of Wellington's Equestrian Preserve area and presents unique obstacles for the design and construction of the project. Funding for the improvements will be provided by the proceeds of an issuance of Improvement Bonds with repayment being accomplished through an annual assessment pursuant to Chapter 170 of the Florida Statutes.

BIKE PLAN STUDY, PALM BEACH COUNTY, PALM BEACH COUNTY METROPOLITAN PLANNING ORGANIZATION, PUBLIC INVOLVEMENT AND FIELD DATA COLLECTION Danielle collected field data from major and minor arterial roadways throughout Palm Beach County including pavement conditions, pavement marking conditions, verification of lane widths and field inventory of bicycle facilities and signage. She helped to organize and run public involvement meetings in various locations of the county. The purpose of this plan was to provide a foundation on which future decisions regarding bicycle transportation would be based, including both long and short range strategies and actions that would most efficiently integrate bicycling into the overall multi-modal transportation system in Palm Beach County, FL. Public involvement was key in the development of this plan, beginning with a series of regional public meetings held throughout the County.

SR 76 PD&E FROM WEST OF CR 711 TO EAST OF COVE ROAD, MARTIN COUNTY, FDOT DISTRICT 4, PUBLIC INVOLVEMENT Danielle provided assistance with public workshops, document management, field review data collection and field photos. This project extends from west of CR 711 to east of Cove Road, approximately 2.4 miles in length. The predominant land uses in the project corridor are mostly residential, commercial and industrial, and retail/office as identified by Martin County. The purpose for this project is to enhance overall safety, capacity, truck movement, and emergency evacuation within the County, since SR 76 serves as an evacuation route in Martin County. In addition, the project will help serve travel demands created by anticipated countywide population and employment growth. Future traffic demand along this stretch of SR 76 is anticipated to increase by 60% by the year 2030. This anticipated traffic growth and high levels of congestion create a need to analyze the corridor for necessary improvements to ensure it continues to operate efficiently and safely. The PD&E study began in November 2008 and was being conducted by the FDOT to improve the operational capacity of SR 76. The existing typical section of SR 76 from CR 711 to SW Locks Road is currently a 2-lane undivided rural roadway and a 4-lane divided rural roadway from SW Locks Road to Cove Road.

US 1/SR 5 LOW LEVEL BRIDGES REPLACEMENT PD&E STUDY, PALM BEACH COUNTY, FDOT DISTRICT 4, PUBLIC INVOLVEMENT Danielle provided assistance with public workshops, preparation of public correspondence and logging of public comments. The PD&E study involved the evaluation of the improvement alternatives for the replacement of the US 1/SR 5 low-level bridges in northeastern Palm Beach County. The bridges include four structures, two northbound and two southbound and are an integral part of US 1, each spanning a portion of an oxbow in Lake Worth Creek. They provide connectivity between Burt Reynolds Park, located on an island created by the surrounding areas, and the mainland to the north and south. The study included the preliminary engineering design, evaluation of alignment alternatives and the associated environmental analysis and supporting documents. Preliminary engineering design and environmental analysis included coordination with Palm Beach County, the Town of Jupiter, the Village of Tequesta, residential areas and business/recreational areas.

CONTINUING CONTRACT | HILLSBOROUGH COUNTY AVIATION AUTHORITY, TAMPA, FLORIDA. Danielle will assist the Creative Services team in developing overall layout and production for advertisements, and corporate reports.



*Danielle
Dux*

PROFESSIONAL PROFILE:

Danielle has over nine years of experience including project proposal submissions, public involvement, public workshops for Project Development & Environmental (PD&E) projects, Local Area Projects (LAP), field reconnaissance, and field photos. Her experience includes all types of A/E marketing from initial responses and technical presentations for Design-Build to successful submissions of projects for local and national awards with ACEC, DBIA and the Engineers' Council. Danielle's marketing and graphic design background aid in creating integrated approaches for the dissemination of information to the public via direct mail, web and social media. She has helped to facilitate public involvement on FDOT and municipal projects.

EDUCATION

Bachelor of Business Administration, Marketing Advertising - Florida Atlantic University, 2009

Bachelor of Fine Art, Graphic Design - Florida Atlantic University, 2015

SOFTWARE

Adobe Creative Suite CC 2015 (InDesign, Photoshop, Illustrator, Acrobat), Microsoft Word, Excel and PowerPoint (Mac Platform)

TOTAL YEARS
EXPERIENCE 15





RELEVANT EXPERIENCE

MUNICIPAL SIGNAGE MARKETING, BARON SIGN MANUFACTURING, GRAPHIC DESIGNER Margarita was responsible for conceptualization and design of gateway, wayfinding and monument signage for the cities of Tamarac and Oakland Park.

WAYFINDING SIGNAGE FOR PEMBROKE PINES, KITE REALTY GROUP, GRAPHIC DESIGNER Margarita designed mock-ups depicting various locations of wayfinding and monument signs for the City of Pembroke Pines (Cobblestone Plaza/Pembroke Pines)

WEBSITE DESIGN, CLN OF SOUTH FLORIDA, INC., WEBSITE DESIGNER Margarita was tasked with the web redesign for a local CNC machine manufacturing company. In order for them to compete on a similar scale to their competitors, She created this design to be dynamic and engaging. Each page has a main header image section that is either 15 sec rolling video or rotating images that really highlight the amazing work that their machines produce.

CORPORATE LOGO, CONE & GRAHAM, GRAPHIC DESIGNER Margarita furnished a corporate logo for contractor Cone & Graham. She was responsible for the design from conceptualization to final vector file.

CORPORATE LOGO, TIERRA SOUTH FLORIDA, INC., GRAPHIC DESIGNER Margarita furnished a corporate logo for the geotechnical firm Tierra South Florida. She was responsible for the design from conceptualization to final vector file.

TRADESHOW BOOTH GRAPHICS AND MARKETING, TIERRA SOUTH FLORIDA, INC., GRAPHIC DESIGNER Margarita was responsible for the design of tradeshow graphics. This included the initial branding design, which was carried through on all marketing materials, as well as layout and production of Tierra South Florida table skirt graphics and other materials as needed for tradeshow.

CONTINUING CONTRACT | HILLSBOROUGH COUNTY AVIATION AUTHORITY, TAMPA, FLORIDA Margarita will assist the Creative Services team in developing the overall layout and production design for advertisements, brochures, magazines and corporate reports, as well as assisting with the graphics for multimedia campaigns, promotions, technical illustrations and computer artwork for use in a variety of materials.

WANTMAN GROUP, INC., GRAPHIC DESIGNER Margarita is responsible for developing and managing in-house design department for all departmental needs including marketing and promotional materials, proposal and engineering graphics, website updates, E-blasts, and other internal creative projects.

MARGARITA YERASTOVA DESIGN, PRINCIPAL AND GRAPHIC DESIGNER Margarita develops branding and collateral per client needs. Clients include Palm Beach Cycle Chic, 5FIXONE, Lake Worth Bike Scene, ArcLight Bicycles, Surf Skank Apparel, Saval Insurance Group, Compassionate Care, KiteSurfPro, KB4Girls, UF Bulgarian Club, UF Surf Club and Footprint Tutoring.

MAAS MEDIA, GRAPHIC DESIGNER Margarita developed branding and promotional items for various local businesses and clients that include flyers, posters, banners, brochures, catalogues, newsletters, E-blasts and magazines. Clients included Downtown Delray Beach, St. Mark's Episcopal Church, St. Mark's Episcopal School, Flagler Bank, Rosarian Academy, The King's Academy, BDB of Palm Beach County, PBC Credit Union, Flagler Landing, Ironhorse, Bruce Loren & Associates, Transdermal Technologies, Lake Clarke Shores The Shoreline Newsletter and Forest Hill Self Storage.

CENTER FOR AFRICAN STUDIES, UNIVERSITY OF FLORIDA, GRAPHIC DESIGNER Margarita was responsible for quarterly Irohin newsletters and other miscellaneous marketing material.

COTTON AND COMPANY, GRAPHIC DESIGNER As an intern, Margarita was responsible for working with the directors to produce campaigns for luxury residential properties, including designing E-blasts and website content. Clients included Toll Brothers, The Kolter Group, Taylor Woodrow, Ocean Palms, Le Paradis, Rum Cay, Azul de Cortez, Dreaming Turks & Caicos, Ocean Reef Club, The Harborage Club, Outrigger Harbor, Ibis Country Club, Grey Oaks, Grande Dunes, Treviso Bay, Silver Point Ocean Club and Martin County Great Escapes.



*Margarita
Yerastova*

PROFESSIONAL PROFILE

Margarita is a multi-faceted creative professional designer and illustrator with a diverse portfolio. She is passionate about design. Margarita has 7 years of experience in creating collateral, posters, packaging, logos, branding, point-of-purchase, ad campaigns and design communications from concept through completion.

EDUCATION

Bachelor of Fine Arts -
Graphic Design, University
of Florida, 2008

SOFTWARE

Adobe Creative Suite CC
2015 (InDesign, Photoshop,
Illustrator, Acrobat),
Microsoft Word, Excel and
PowerPoint (Mac Platform)

TOTAL YEARS EXPERIENCE 7



RELEVANT EXPERIENCE

WEBSITE DEVELOPMENT, CLN OF SOUTH FLORIDA, INC., WEB DEVELOPER Javier was tasked with the website programming for a local CNC machine manufacturing company. He implemented all design aspects given by the design team who created the website's layout. For this project it was required to create a password protected page to only allow access to clients who had purchased one of the company's products. It also includes a quote system that allows prospective clients to customize the product they want quoted. The website is designed and programmed to be highly user friendly.

WEBSITE DEVELOPMENT, ARTHUR R. MARSHALL JR. FOUNDATION FOR THE EVERGLADES, WEB DEVELOPER. Javier built the website for a non-profit organization focused on Everglades restoration. He worked together with the design team creating all pages from the layout design. These included a booking page for school field trips, a library page, and a donation page, among others. Javier helped the Foundation Directors set up a new domain name and a web hosting account, and migrate content from their old site to the new design. This website was fully tested for functionality before making it available to the public.

WEBSITE DEVELOPMENT, APPLETREE GOLF SOCIETIES, WEB DEVELOPER. Javier worked on developing a cutting edge and practical website for Appletree Golf Societies. He programmed all pages to be accessible and easy to navigate. This website consists of an extensive number of subpages created in a way that the user would not get lost navigating through the website. As in any other website Javier has created, he developed Appletree's website with a Content Management System (CMS), so that the company's team are able to edit any content with little effort.

WEBSITE DEVELOPMENT, MSI SOLID-STATE LIGHTING, WEB DEVELOPER. Javier programmed a parallax website for MSI Solid-State Lighting. This type of programming is one of the latest design trends, where pages are divided into sections that together make a vertical display. Within the website there is a products page where any customer can find all documents regarding each product. This site not only includes the parallax design, but at the same time it is responsive for all browsers and devices.

WEBSITE DEVELOPMENT, WGI CREATIVE SERVICES, WEB DEVELOPER. Javier developed the website for WGI Creative as a simple, but user-friendly site. Pages, such as the "Home" and "Work", have a header slideshow displaying samples of our work.

WANTMAN GROUP, INC., DIGITAL DEVELOPER. Javier is responsible for all Digital Development from web development to email blasts. He coordinates the flow and schedule for sending email blasts to optimize the outcome of the campaigns. Among his duties are: administering social media company-wide, creating 3D models and graphics animations for internal projects, and maintaining all digital and web development services.



*Javier
Olaya*

PROFESSIONAL PROFILE:

Javier is an ingenious professional digital developer with a diverse portfolio. He has experience in web development, 3D modeling, and Graphics Animation.

EDUCATION:

Bachelor of Science in Computer Science, Florida Atlantic University, 2015

Bachelor of Science in Media Arts and Animation, Art Institute of Fort Lauderdale, 2012

SOFTWARE:

Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Adobe Muse, Autodesk 3D Studio Max, Wordpress, Microsoft Office.

PROGRAMMING LANGUAGE:

C, C++, HTML5, CSS3, Java, Oracle SQL.

TOTAL YEARS EXPERIENCE: 3

Project approach

Our approach to marketing and communications projects is not dissimilar to that of investigative journalists or doctoral candidates. It is all about discovery and research, about asking questions, probing deeply, and doing the kind of research necessary to make intelligent connections, write in the right voice, reference the right history, place the appropriate media, use the relevant aesthetics, and take a creative approach that inventively references the past while artistically approaching the future.

To that end, we use the discovery process to absorb the client's point-of-view, experiences with past efforts, thoughts on what worked and what did not, opinions about competitive marketing, aspirations to market as cleverly or as creatively as other favored examples, discover marketing ideas and/or methods to be avoided for reasons of opinion or experience and review currently deployed strategies, and pure market research of both the client's industry and related industries. Additionally, we research the competition, and analyze its creativity and efficacy.

We understand thoroughly the need to work within budgets, and to creatively work with budgetary constraints. As previous owners of small creative firms, we not only understand working within our own budgets, but working with a range of clients with a range of resources. We understand how to leverage the time and money devoted to existing marketing efforts, how to transition branding and marketing strategies, to pinpoint desired outcomes and work relentlessly toward them, and how best to leverage the work we produce across as many media as possible for maximum impact.

Previous work examples

J. MORTON PLANNING AND LANDSCAPE ARCHITECTURE

WGI was hired to develop overall branding for this start-up Planning and Landscape Architecture company. As a start up company, the client needed to stay within a modest budget. This project included logo design, all collateral material, print advertisements, copy writing and various e-blasts promoting the company's grand opening and services, as well as a full website.



OSCEOLA NATIONAL FOREST INTERPRETIVE PANELS AND FOLDOUT BROCHURE & MAP

WGI worked directly with the ONF Recreation Program Manager to design multiple interpretive panels and a fold out brochure and map. The Mt Carrie trail is an interpretive trail that is marked with information on the pine ecosystem and talks about wildlife found in the area. The panels tell the story of the Osceola woods and recreation in the forest.

They also designed the Off Highway Vehicle (OHV) fold out map and brochure. Because the Osceola National Forest has 285 designated miles of mixed-use roads that are opened riders, it was important that the design allows for convenient access and storage for visitors. The 10-panel accordian fold out map and brochure includes the Forest's rules and regulations, safety guidelines and two detailed maps showing the roadway system, plentiful accomodations and points-of-interest. determine their needs. The final brochure design incorporated their existing information

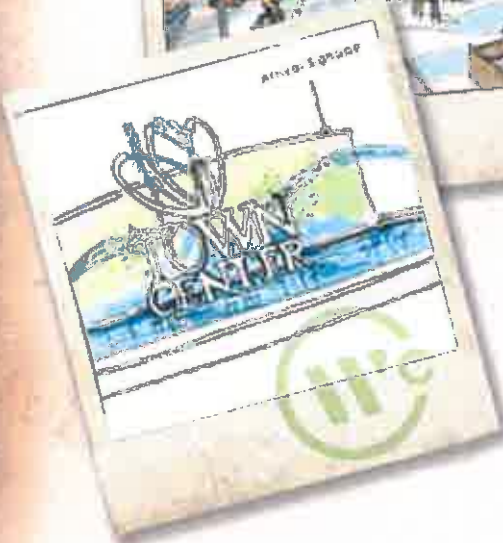


Previous work examples



ABACOA TOWN CENTER MASTER PLAN AND INTERPRETIVE SIGNAGE

WGI was hired to develop an overall master plan and detailed concept plans to reinvigorate new life into Abacoa Town Center. The focus is on planning and programming to include the creation of a state of the art destination for art, culture, music and fun within a safe, educational and family friendly interactive environment. The development of such a program included the review and design of pedestrian, bicycle and vehicular connectivity through improved landscape and hardscape areas; use of iconic elements throughout the site to establish a sense of place, and establishment of a wayfinding signage program as a way to invoke a sense of arrival.



WAYFINDING & MONUMENT SIGNAGE FOR THE CITIES OF OAKLAND PARK & TAMARAC

WGI was hired by Baron Sign Manufacturing to conceptualize and design gateway, wayfinding and monument signage for the cities of Oakland Park and Tamarac.



OSCEOLA NATIONAL FOREST INTERPRETIVE PANELS AND FOLDOUT BROCHURE & MAP

WGI worked directly with the ONF Recreation Program Manager to design multiple interpretive panels and a fold-out brochure and map. The Mt. Carrie Trail is an interpretive trail that is marked with information on the pine ecosystem and talks about wildlife found in the area. The panels tell the story of the Osceola woods and recreation in the forest.

We also designed the Off Highway Vehicle (OHV) fold out map and brochure. Because the Osceola National Forest has 285 designated miles of mixed-use roads that are open to riders, it was important that the design allow for convenient access and storage for visitors. The 10-panel accordion fold-out map and brochure includes the Forest's rules and regulations, safety guidelines and two detailed maps showing the roadway system, plentiful accommodations and points-of-interest. The final brochure design incorporated their existing information with a clean, up-to-date design and format, resulting in a convenient and informative brochure to take on their adventures.



Previous work examples

MSI BRANDING, MARKETING & WEB DESIGN

WGI Creative was hired by MSI Solid-State Lighting to provide a cohesive, aesthetically pleasing design across numerous marketing materials, product packaging and web re-design. The design included defining the look, style, fonts and color scheme throughout all digital and print materials.

The website was designed and programmed for a parallax layout. This type of programming is one of the latest design trends, where pages are divided into sections that, together, make a vertical display. Responsiveness is also a key feature of the design and programming of MSI's website. This ensures that the layout adapts to whatever device the user is accessing the site on.



RAYDON ADVERTISING CAMPAIGN

WGI was hired by Raydon to design an advertising campaign. Raydon Corporation is a leading developer of simulation training products. They work closely with the Military Subject Matter Experts to create the most accurate virtual reality war-fighting simulation products. The goal of this campaign was to promote this war-training service through a powerful and engaging message that would speak to the young-adult demographic.



Similar projects



OUTBOUND BRANDING AND MARKETING FOR THE BUSINESS DEVELOPMENT BOARD OF PALM BEACH COUNTY

Kelly Smallridge,
President and CEO
302 Evernia Street
West Palm Beach, FL 33401
p 561.835.1008
ksmallridge@bdb.org

ROLES: Kelly Owens, Copywriter; Steve Owens,
Creative Director; Matt Kakuk/Localmanagement.us,
microsite programming

SCOPE/GOALS: Alchemy produces outbound marketing and membership materials for the Business Development Board of Palm Beach County, highlighting its 38 municipalities and the identified industry clusters upon which it focuses. Alchemy provides ongoing creative design and copywriting for the BDB's branding efforts, initiative logos, print collateral, print advertising, magazine covers, event promotion, micro websites, and other marketing materials across multiple platforms.

Alchemy initially produced a portfolio collateral folder that would hold a series of brochures we designed that could be customized to the target. To that end, we produced a short, general piece titled "Launch. Relocate. Expand. Develop." then produced a series of other brochures we update on an annual/semi-annual basis: Resources Guide, Life Sciences, Aviation/Aerospace/Engineering, Business/Financial Services, Cleantech, IT/Telecommunications, Western Communities (Belle Glade, Pahokee, and South Bay) – with others in the pipeline.

Initiatives based on familiarization tour and site selector feedback have resulted in spin-off microsites designed to address specific topics of interest to businesses interested in relocating to Palm Beach County. To that end, Alchemy has designed separate logos and microsites (in addition to the overall logo identity we designed for the BDB) for an education initiative, PBCedu.org; a life sciences/healthcare initiative (still in beta), LifeHelix.org; and an entrepreneurship-focused endeavor, PBCeShip.org (in development). Alchemy has also been asked a second time to redesign the look of the BDB's main website, BDB.org, recently handing over those PSD files to their back-end database management/development firm for a site slated to go live in the next 30 days.

Alchemy also produces other advertising and marketing materials including all of the BDB's print ads, invitations to its annual gala, annual report, white papers, trade show booth, and any other as-required needs. Plans for the 2015-2016 fiscal year include a microsite focusing on the Western Communities, a refresh of the portfolio collateral folder, updating of most of the collateral brochure inserts, and creation of additional brochure inserts based on new annual initiatives.

RESULTS: In the 2014-2015 fiscal year, the BDB reports 18 completed headquarters relocations or retentions, representing 2,099 total created or retained jobs, \$183,187,000 in capital investment, and 718,423 square feet of commercial space leased/purchased/developed.

BUSINESS DEVELOPMENT BOARD
BDB **PALM BEACH COUNTY'S**
Economic Development Resource

 **PBC LifeHelix.org** PALM BEACH COUNTY
 Where Education, Research, Care & Cure Intersect

 **PBC Edu.org** PALM BEACH COUNTY
 Education. Information.

PBC Eship.org PALM BEACH COUNTY
 Fostering Entrepreneurship

HQ PBC.COM



Similar projects



ARTHUR R. MARSHALL
FOUNDATION for the Everglades

ARTHUR R. MARSHALL FOUNDATION FOR THE EVERGLADES WEBSITE AND LOGO

Cheri DiPietro
Director of Finance
1028 N. Federal Hwy, Lake Worth, FL 33460
p 561-233-9004
cdipietro@oureverglades.org

ROLES: Margarita Yerastova, Graphic Designer; Bryan Peterson, Creative Director; Javier Olaya, website programming; Shane Peterson, Videography

SCOPE/GOALS: The Arthur R. Marshall Foundation for the Everglades is a non-profit entity that develops and promotes educational programs devoted to the restoration and preservation of the Everglades ecosystem. To help rebrand the client, Margarita revised the logo design to help establish a better brand mark, and created a website design that visually opens the window to the Everglades using highlighting, impactful imagery that brings the focus to the heart of the organization and is more user-friendly in the same regard. The website engages and captivates visitors with interactive features, in addition to the enchanting photography and was conceived as a gateway to a community, motivating people to help preserve the Everglades. Videography was provided by Shane Peterson to further enhance website interactivity and promote the Foundation's educational programs. Before jumping into design, we carefully mapped out all of the content, and define two critical components: Wireframes and Site Map. The driving principles for this project revolved around a smooth browsing and user experience, so we focused tightly on the artful meshing of content and commerce. Javier worked with the design team to program the layout of all pages, including the booking page for school field trips, the library page, and the donation page amongst others. Javier helped the Foundation Directors set up a new domain name and a web hosting account, and migrate content from their old site to the new design. This website was fully tested for functionality before making it available to the public. We integrated Google Calendar and linked buttons to their social media to help people stay updated with their latest events. The fully comprehensive new design resulted in a website more attuned to the character of Arthur R. Marshall. With its casual tone, playful design, and improved user experience, the redesign allowed the spotlight to shine on their many events and causes. The Foundation is now equipped with the perfect platform to emphasize their cause and carry out their philanthropic goals.

RESULTS: Within the first week of launching the website we sent an Email Blast to let their contacts about the new website. After the Email Blast was sent their visitors rate went up to 130%.



Similar projects



SHINE AWARENESS INITIATIVE FOR THE BUSINESS DEVELOPMENT BOARD OF PALM BEACH COUNTY

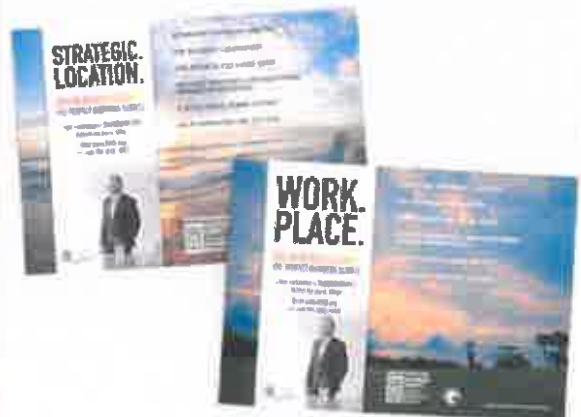
Kelly Smallridge,
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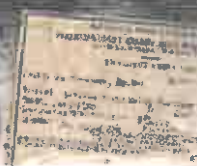
ROLES: Kelly Owens, Copywriter; Steve Owens,
Creative Director; Matt Kakuk/Localmanagement.us,
microsite programming

SCOPE/GOALS. The Business Development Board of Palm Beach County lobbied for and received additional County and matching private funding for a sophisticated multi-media marketing campaign designed to help CEOs and site selectors visualize Palm Beach County as a premier place to do business while enjoying a world-class lifestyle. Directed at CEOs and other C-level executives who own vacation homes in Palm Beach County, but were not aware of the advantages of relocating their corporate headquarters or opening a branch in the area, the goal of the campaign was to approach them pre-season at their place of business, through a variety of media they were likely to see before and during their travels to Palm Beach County, via their social connections once in Palm Beach County, and at well-attended destinations in Palm Beach County.

The campaign included a multi-day photo shoot around the county to capture appropriate imagery depicting its diversity, print ads in airline magazines, airport Duratrans, high-end direct mail to their offices, invitations to privately hosted events at other CEOs' Palm Beach homes, event table cards with QR push-through to microsite in the VIP tent at the Palm Beach International Polo Club, microsite content and design, self-packaged print collateral distributed only to qualified individuals, high-end Palm Beach County based magazine ads, infographics, and a series of collateral inserts used in an existing brochure portfolio for distribution at in-person presentations at New York- and Chicago-based hedge funds.

RESULTS. In the first six months, five likely hedge fund prospects, consisting of 100 jobs, moved to Palm Beach County, with 10 hedge fund, financial service providers, and other related business in the pipeline. Governor Rick Scott supported the initiative by writing personal letters to prospects after seeing the success of the campaign. Kelly Smallridge was interviewed multiple times on national TV about the campaign, it won both state and international awards, and it continues in an abbreviated form today, two years after its initiation.





Our workload & level of experience

WGI CREATIVE SERVICES is fully staffed, and in partnership with subconsultant Alchemy, is fully equipped and highly experienced in the types of creative projects that allow us to bring a new and exciting direction to the Key West Historic Seaport. We are teams of highly disciplined people unafraid to put in the hard work and effort it takes to bring a project of this scope to fruition. Collectively, our team brings over a century of creative experience to this project across every necessary media and platform required. As a team, we understand how to provide the level of service necessary – and required – to accomplish the goal of drawing attention to the Seaport in a way it deserves, to communicate with your team clearly and concisely, to follow direction yet work independently, to gain trust through our high level of professionalism and decades of creative leadership. We also have the support and resources of WGI behind us, allowing us to immediately add additional staff, hire local freelancers, or any other requirement that other agencies may find a financial burden. This places us in a unique position – one we believe makes us an even stronger, more reliable candidate.

Hourly rates and fees

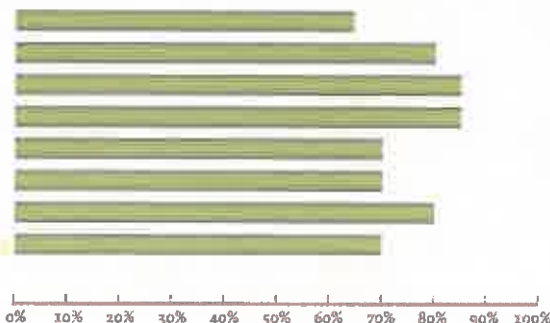
- Advertising and communication services - \$125 hr
- Graphic design & copy writing - \$150 hr
- Market research - \$100 hr
- Develop marketing plan / managing marketing campaigns - \$100 hr
- Develop, implement and monitor media strategies (within a modest budget) to promote programs, events and facilities - \$125 hr
- Brand development - \$150 hr
- Media planning and management - \$125 hr
- Website development & design - \$125 hr
- Social media - \$100 hr

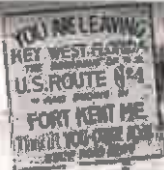
Our facilities & availability of support staff

WGI CREATIVE SERVICES has a full-service creative department located at the WGI Corporate office in West Palm Beach. We also have the ability to work from our Fort Lauderdale office when needed. Alchemy has a fully staffed location in Jupiter, so we have the resources of 3 offices, all the necessary technology to communicate and work electronically via email, Skype, Dropbox, phone conference, and – of course – regularly scheduled in-person meetings and presentations.

STAFF AVAILABILITY

Bryan Peterson
Martha Blumel
Kelly Owens
Steve Owens
Margarita Yerastova
Javier Olaya
Tawnya Pugsly
Danielle Dux





Subconsultant



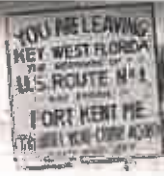
ALCHEMY

COMMUNICATIONS GROUP

Alchemy is a full-service boutique advertising and public relations firm that believes brand integration is the key to marketing success. A brand should speak out loud, in a voice that best reflects its sensibilities – from every possible angle and at every possible opportunity.

Alchemy has extensive experience in marketing luxury goods and services, as well as experience with a wide variety of retail businesses, technical industries, and their respective media. Alchemy has a consistent track record for elevating clients' creativity and style when it comes to marketing an image. Our services include: create corporate identities, inventive branding, bespoke website design and content creation, eye-catching packaging design, social media (including ghost blogging), traditional print and electronic advertising, print and online marketing tools, i.e. collateral like brochures, serious collaborative writing and editing (including ghost-writing), and local/regional public relations. We have included the bios of the principals who will be involved in this project, and their responsibilities in the organizational chart.

Alchemy will collaborate with WGI Creative on brand development and management, market research, art direction, marketing and promotion coordination, copywriting and editing, website design and development, and handle media planning and management, public relations, and social media consulting and execution.



Our Commitment to the local Key West market

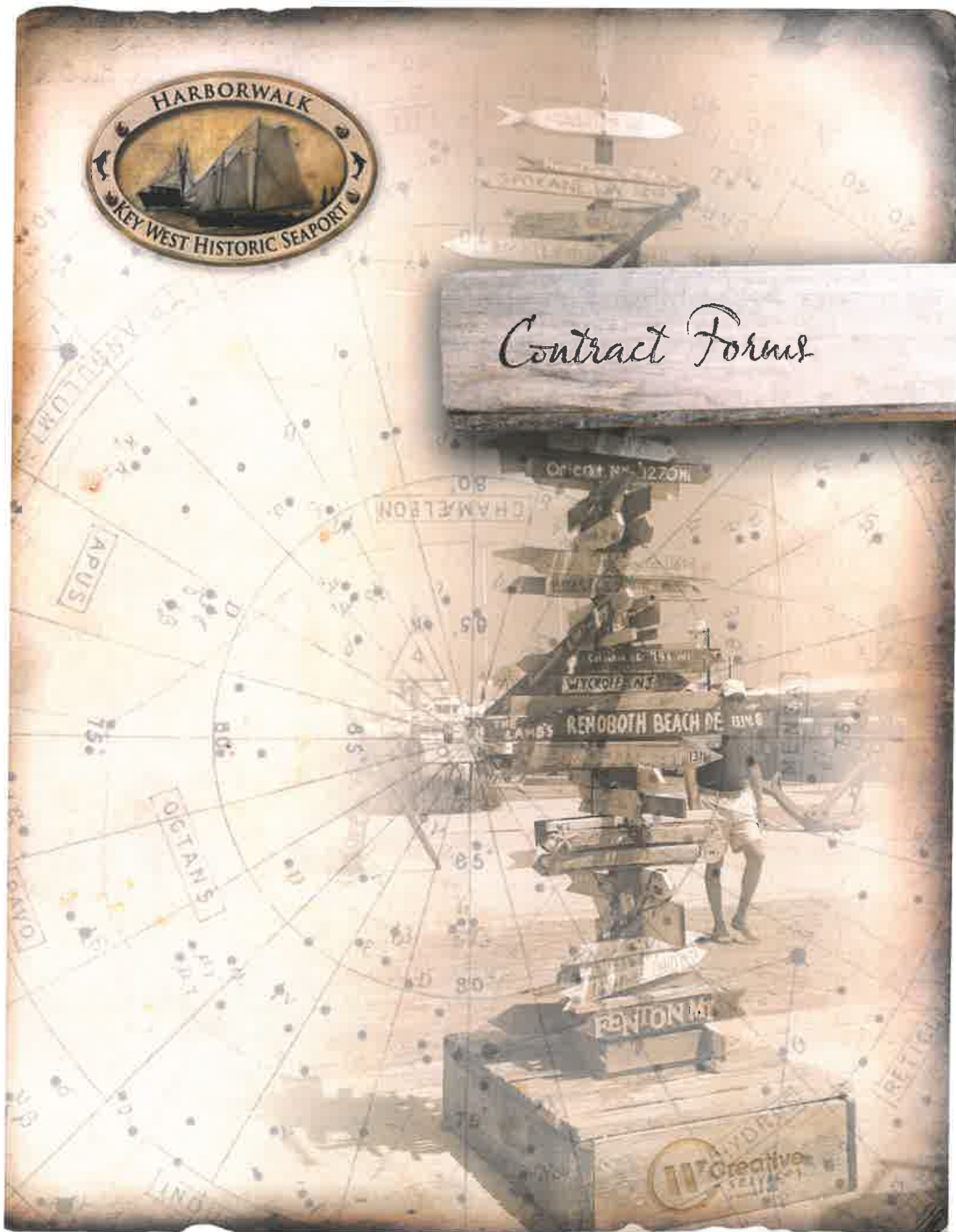
As long-time South Florida residents, current and former small business owners and frequent visitors to the Florida Keys we understand the importance of community and supporting local businesses. That is why WGI Creative Services commits to using local Key West services and creative subcontractors in supporting roles throughout the length of our contract.

At the onset of this RFP we researched local creative companies that would compliment WGI Creative Services. We were unable to find any small companies or freelance creatives, in and around the Key West area, that would fit the bill. This led us to bring Alchemy on board, which enables us to provide the strongest team capable of fulfilling the required Scope of Services.





Contract Forms



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.)

The Scope of Services requested on behalf of the Key West Historic Seaport (KWHS) by the Caroline Street and Bahama Village Community Redevelopment Agency (CRA) of the City of Key West is not unusual, yet it is extensive in its scope and need to be comprehensive. An overall marketing plan that repositions the KWHS as a premier tourist destination, and all that entails, is a long-term strategy that requires a collaborative effort between your team and the expert creative agency chosen.

We see five (5) distinctive phases that may be running concurrently at any point during the three-year term of the contract. In our experience, one of the contributing factors to the death of the creative process is constant worry – on both sides – about hourly fees. We are not lawyers billing for every 15 minutes of conversation. No one can think artistically, creatively, or enthusiastically when watching the clock and worrying about exceeding a low cap.

To that end, WGI Creative Services believes that valuing most of our services on a monthly retainer basis makes the most logical sense, it helps the client control costs and know its annual agency spend, and removes the constraints from our creative thinking processes.

Some of the items in the Scope do need to be thought of a la carte, but the majority easily fall under a retainer:

Phase 1. Retainer-based

- Develop overall marketing plan
- Brand development
- Brand management
- Research new marketing avenues
- Develop marketing strategy for promotional programs, events etc.

Phase 2. Retainer-based

- Creative concepting
- Creative design
- Graphic design
- Copywriting
- Layout and production
- QA/QC and print preparation

Phase 3. Retainer-based

- Market Research
- Develop Marketing plan(s)
- Managing Marketing plan(s)

Phase 4. Retainer-based

- Recommend media strategies
- Implement media strategies
- Media planning and buying
- Oversee and evaluate advertising media services

Phase 5.

- Website, social media, and public relations consulting (retainer)

Website redesign and development (per-project)

Public relations strategy to roll out new brand, strategy, website, etc. (per-project)

Concurrent social media roll-out on Key West social media (per-project)

Ongoing public relations and social media plan, per strategic plan and developed editorial calendar (separate retainer)

Given the above breakdown, WGI Creative provides the following range of pricing of those phases/services, which would be more precisely nailed down should we be chosen as one of the final three contenders for the contract.

Phase 1 through Phase 4; Phase 5 line item 1):

\$8,000-\$12,000 per month, all inclusive; only additional fees are standard industry mark-ups of 20% on printing and media placement. This agency adds the industry standard 20% markup on certain outside purchases, which normally include items such as media buying, sales graphics applications, direct mail lists, printing, and postage/ delivery. This charge exists to cover the time involved in obtaining competitive bids, physical press proofing, research and reporting, cost negotiations, and overseeing the vendors to meet our quality standards.

Phase 5:

Line item 2: Website redesign and development: \$10,000 -\$15,000, assuming current functionality. Should KWHS decide upon adding e-commerce, this price will naturally increase based upon the platform chosen to add this utility.

Line item 3: Public relations strategy to roll out new brand, strategy, website, etc.: \$2,000 one-time fee, this includes press releases, distribution, and follow-up with local, regional, state and some national media.

Line item #4: Concurrent social media roll-out on Key West social media: \$ 1,000 one-time fee, assumes leveraging existing social media platforms already being utilized by KWHS

Line item #5: Ongoing public relations and social media plan: \$3,500/month retainer, per strategic plan and developed editorial calendar

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:

Alchemy Communications Group

Name _____
270 S. Central Boulevard Jupiter Florida 33458
Street City State Zip

Name _____

Street City State Zip

Name _____

Street City State Zip

PROPOSER

The name of the Proposer submitting this Proposal is

WGI Creative Services, a division of Wantman Group, Inc. _____ doing business at

2035 Vista Parkway West Palm Beach, Florida 33411
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:

David Wantman, PE

_____	_____
_____	_____
_____	_____

If Sole Proprietor or Partnership

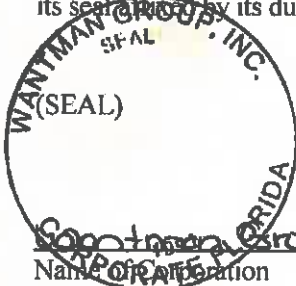
IN WITNESS hereto the undersigned has set his (its) hand this _____ day of _____ 2015.

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 29th day of August 2015.



Watman Group, Inc.
Name of Corporation

By [Signature]

Title President

Attest [Signature]
Secretary

ANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
COUNTY OF Palm Beach) SS

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: David Wantman, PE

Sworn and subscribed before me this 24th day of AUGUST, 2015.

dB
NOTARY PUBLIC, State of FLORIDA at Large

My Commission Expires: 3/17/2017

LISA BROZ
NOTARY PUBLIC
STATE OF FLORIDA
Comm# EE876283
Expires 3/17/2017



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 # 10-015
Marketing Services for Key West Historic Seaport
2. This sworn statement is submitted by Wantman Group, Inc.
(Name of entity submitting sworn statement)
whose business address is 2035 Vista Parkway, West Palm Beach, FL 33411

and (if applicable) its Federal Employer Identification Number (FEIN) is 65-0271367

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____)
3. My name is David Wantman, PE
(Please print name of individual signing)
and my relationship to the entity named above is President
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 of 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).


X 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.)



(Signature) AUGUST 24, 2015

(Date)

STATE OF FLORIDA

COUNTY OF PALM BEACH

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

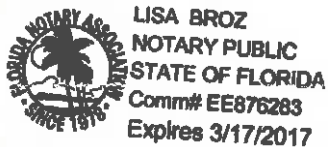
DAVID WANTMAN who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 24th day of AUGUST, 2015.

My commission expires: 3/17/2017

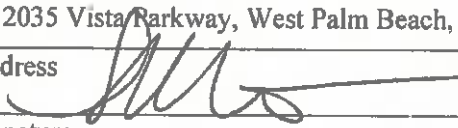


NOTARY PUBLIC



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: Wantman Group, Inc.
2035 Vista Parkway, West Palm Beach, FL 33411
Address 
Signature David Wantman, PE
Print Name President
Title
8/24/15
DATE



**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 _____ Phone: _____

Current Local Address: _____ Fax: _____
(P.O. Box numbers may not be used to establish status)

Length of time at this address: _____

Signature of Authorized Representative Date: _____

STATE OF _____ COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 2015.

By _____, of _____
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

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

Signature of Notary

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

Print, Type or Stamp Name of Notary

Title or Rank

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
) SS
COUNTY OF Palm Beach)

I, the undersigned hereby duly sworn, depose and say that the firm of Wantman Group, 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: 

Sworn and subscribed before me this

24TH Day of AUGUST, 2015.


NOTARY PUBLIC, State of FLORIDA at Large

My Commission Expires: 3/17/2017

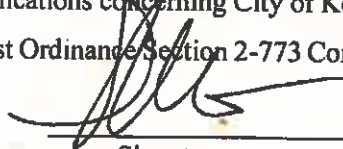


LISA BROZ
NOTARY PUBLIC
STATE OF FLORIDA
Comm# EE876283
Expires 3/17/2017

CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
) SS
COUNTY OF Palm Beach)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of Wantman Group, 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).


Signature

David Wantman, PE

Sworn and subscribed before me this

24 Day of August, 2015.



NOTARY PUBLIC, State of FLORIDA at Large

My Commission Expires: 3/17/2017



LISA BROZ
NOTARY PUBLIC
STATE OF FLORIDA
Comm# EE876283
Expires 3/17/2017

W-9 REQUEST FOR TAXPAYER ID NUMBER AND CERTIFICATIONSubstitute
Form**W-9****Request for Taxpayer
Identification Number and Certification**Give form to the
requester. Do not
send to the IRS.Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)

Wantman Group, Inc.

Business name, if different from above

Check appropriate box: ☐ Individual/Sole proprietor ☒ Corporation ☐ Partnership☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶☐ Other (see instructions) ▶☐ Exempt
payee

Address (number, street, and apt. or suite no.)

2035 Vista Parkway

City, state, and ZIP code

West Palm Beach, FL 33411

Requester's name and address (optional)

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

OR

Employer identification number

6510271367

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined in the instructions).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign
HereSignature of
U.S. person ▶

Date ▶ 6/2/15

***Instructions to Form W-9 available upon request.**

Detach on the perforation

Section 119.071(5), Florida Statutes Notice:

Your Tax Identification Number (which for individuals is your social security number) is collected on Form W9 for use in filing information returns with the IRS as described more fully below. Collection of the tax identification number (or social security number as applicable) is mandatory pursuant to Section 6109 of the Internal Revenue Code (26 U.S.C. § 6109).

Privacy Act Notice:

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons who must file information returns with the IRS to report interest, dividends, and certain other income paid to you, mortgage interest you paid, the acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA, or Archer MSA or HSA. The IRS uses the numbers for identification purposes and to help verify the accuracy of your tax return. The IRS may also provide this information to the Department of Justice for civil and criminal litigation, and to cities, states, the District of Columbia, and U.S. possessions to carry out their tax laws. We may also disclose this information to other countries under a tax treaty, to federal and state agencies to enforce federal nontax criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism.

You must provide your TIN whether or not you are required to file a tax return. Payers must generally withhold 28% of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to a payer. Certain penalties may also apply.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
9/30/2014

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 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 Greyling Insurance Brokerage 3780 Mansell Road Suite 370 Alpharetta GA 30022	CONTACT NAME Carly Underwood
	PHONE (A/C No. Ext.) (770) 552-4225 FAX (A/C No.) (866) 550-4082
INSURED Wantman Group, Inc. 2035 Vista Parkway Suite 100 West Palm Beach FL 33411	E-MAIL ADDRESS carly.underwood@greyling.com
	INSURER(S) AFFORDING COVERAGE
	INSURER A Charter Oak Fire Insurance Co. NAIC # 25615
	INSURER B Travelers Property Casualty 25674
	INSURER C Travelers Indemnity Company of 25666
	INSURER D Travelers Indemnity Company 25658
	INSURER E Liberty Insurance Underwriters 19917
	INSURER F

COVERAGES	CERTIFICATE NUMBER: 14-15	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 INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY		660 1C623193	9/18/2014	9/18/2015	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR					MED EXP (Any one person) \$ 10,000
						PERSONAL & ADV INJURY \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER					GENERAL AGGREGATE \$ 2,000,000
	<input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC					PRODUCTS - COM/PROP AGG \$ 2,000,000
B	AUTOMOBILE LIABILITY		BA 1C623802	9/18/2014	9/18/2015	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
	<input checked="" type="checkbox"/> ANY AUTO					BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS				BODILY INJURY (Per accident) \$
	<input checked="" type="checkbox"/> HIRED AUTOS	<input checked="" type="checkbox"/> NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident) \$
D	UMBRELLA LIAB	<input checked="" type="checkbox"/> OCCUR	CUP 3947T960	9/18/2014	9/18/2015	EACH OCCURRENCE \$ 5,000,000
	EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE				AGGREGATE \$ 5,000,000
	DED <input checked="" type="checkbox"/> RETENTION \$ 10,000					
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY		UB 3947T947	9/18/2014	9/18/2015	<input checked="" type="checkbox"/> WC STATU- TORY LIMITS <input type="checkbox"/> OTH- ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N				E.L. EACH ACCIDENT \$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below	N				E.L. DISEASE - EA EMPLOYEE \$ 1,000,000
						E.L. DISEASE - POLICY LIMIT \$ 1,000,000
E	Professional Liability		AEE200407-0114	9/18/2014	9/18/2015	Per Claim \$2,000,000 Aggregate \$2,000,000

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

CERTIFICATE HOLDER For Proposal Purposes	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 David Collings/CARLY <i>David H. Collings</i>
--	---

State of Florida

Department of State

I certify from the records of this office that WANTMAN GROUP, INC. is a corporation organized under the laws of the State of Florida, filed on July 12, 1991.

The document number of this corporation is S66593.

I further certify that said corporation has paid all fees due this office through December 31, 2015, that its most recent annual report/uniform business report was filed on January 12, 2015, and 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 Twelveth day of January, 2015*



Ken Peltner
Secretary of State

Authentication ID: CC3920390026

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

<https://efile.sunbiz.org/certauthver.html>