



**THE CUNNINGHAM
GROUP**
IN PARTNERSHIP WITH



**RFP #011-11: CLIMATE ACTION PLAN:
MARKETING AND ADVERTISEMENT**





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July 18, 2011

City Clerk
City of Key West
525 Angela Street
Key West, Florida 33040

Dear Ms. Smith:

On behalf of Cunningham Group, Inc. and the Market Share Company, we are delighted to submit the attached response to the City of Key West RFP #011-11 Climate Action Plan: Marketing and Advertisement.

The Cunningham Group, Inc. is a full service communications firm with offices in Miami, Ft. Lauderdale and Orlando. We primarily serve the public sector providing outstanding professional services to government clients throughout Florida. The Cunningham Group has led marketing efforts for public agencies. We were chosen to lead and launch Tri-Rail's introduction of the EASY Card to South Florida. The EASY Card employs smart card technology for Tri-Rail passengers to pay their fares in Miami-Dade, Broward, and Palm Beach counties.

The Cunningham Group currently leads marketing and communication efforts on over 90% of active construction projects for the Florida Department Of Transportation (FDOT) District 6. FDOT also selected the Cunningham Group to lead its rebranding and marketing efforts resulting in the redesign of its website and the creation of an online marketing plan. The Department also tasked the Cunningham Group with the launch of its annual Click or Ticket Campaign to promote seat belt safety.

To better serve the City of Key West, the Cunningham Group has partnered with the Market Share Company. This outstanding Key West marketing firm has been in business since 1989. The firm has vast corporate experience in writing, promoting, presenting, and planning public information and marketing campaigns. The Market Share Company has a history of working with private, public, and governmental entities and is held in high regard in the community. Their staff includes an experienced and award-winning graphic artist, with the ability to create high-end print collaterals such as flyers, brochures, posters and newsletters.



The Market Share Company has excellent knowledge of the communities in Monroe County, including business and civic leaders, through its work with numerous clients over its 20-year history. The Market Share Company is the perfect blend of skills and expertise with a Keys perspective.

Our team's web development capability is unmatched. The Cunningham Group has introduced an innovative software platform, Public Involvement 2.0[®] Pro[™] to FDOT District 6 that has enabled the District to reach interested stakeholders faster, quicker and cheaper than ever. This proven platform can be customized for use on any public awareness campaign, from going green to roadway safety.

On behalf of the Cunningham Group / Market Share Company team, the City of Key West can be assured of excellent service, prompt responses, innovative approaches and fair prices. We look forward to working with the City of Key West.

Very truly yours,

Courtney Cunningham



Project Name

RFP #011-11: Climate Action Plan: Marketing and Advertisement

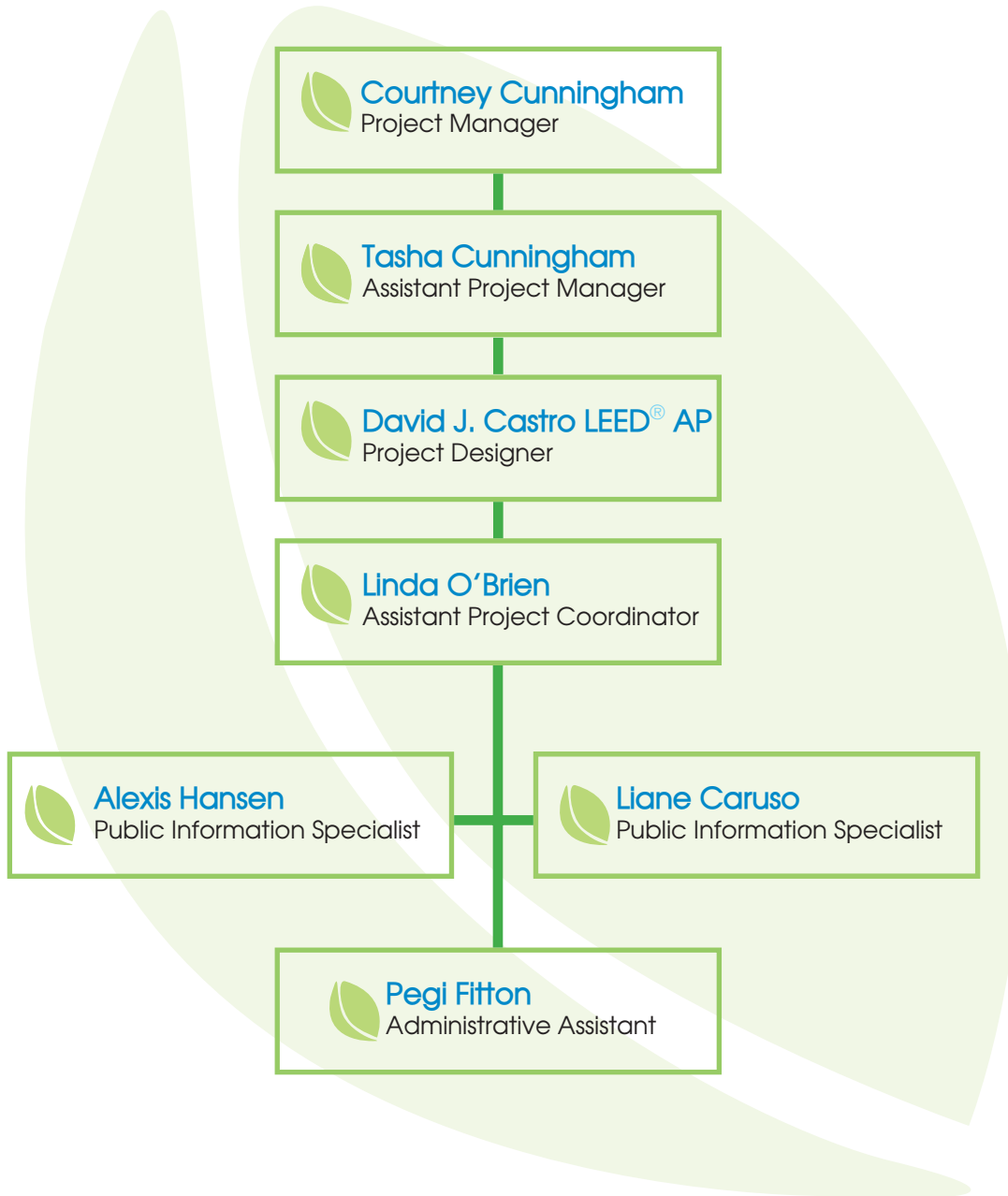
Name of Prime Consultant

Cunningham Group, Inc.

Project Manager

Courtney Cunningham
President
9100 S. Dadeland Blvd. Suite 1500
Miami, FL 33156
Phone: (786) 497-7275
Fax: (305) 665-2700
Courtney@PublicInvolvement.com





The Cunningham Group, Inc., a leading communications firm in Florida with offices in Ft. Lauderdale, Orlando and Miami has partnered with the **Market Share Company**, a firm located in the City of Key West to pursue this project. For over a decade, the Cunningham Group has provided stellar marketing and community outreach services to clients in both the public and private sector. The firm has undertaken major marketing and branding campaigns for the South Florida Regional Transportation Authority (SFRTA)/Tri-Rail, the Florida Department of Transportation and the Miami-Dade Expressway Authority, among others. We have launched products, creating innovative outreach campaigns and crafted lasting brand messages for our clients while building consensus among communities.

The Cunningham Group will be joined in its marketing efforts on behalf of the City of Key West by the Market Share Company. The Market Share Company name should be very familiar to the City of Key West. The firm's corporate experience in writing, promoting, presenting, and planning public information and marketing campaigns for the city is vast. The Market Share Company has a history of working with private, public, and governmental entities and is held in high regard in the Key West community.

The Cunningham Group is one of the only public involvement firms in Florida with a LEED Accredited Professional on staff. As a result the firms environmentally conscious perspective will play a crucial part in the development of a successful awareness campaign. David Castro, LEED AP brought his talented eye for creating environmental solutions to his work on an Indian River Master Plan and various other design and building projects.

As public information and marketing firms, our team must keep our finger on the pulse of the community in order to effectively serve our clients. The Market Share tracks every paper in the Florida Keys, and staff members read each one in order to stay abreast of local issues and recognize public relations and marketing opportunities for our clients. The Cunningham Group maintains extensive media contacts throughout the united states and abroad, In fact our firms principle is a technology columnist for the Miami Herald Newspaper.

The Market Share Company has excellent knowledge of the communities in Monroe County, including business and civic leaders, through its work with numerous clients over its 20-year history. The Market Share Company is the perfect blend of skills and expertise with a twist of Keys perspective. Our principal staff members are also involved in the community on a personal level.



Introduction



The Cunningham Group, in partnership with the Market Share Company, will employ an innovative approach and concise methodology to ensure that the City of Key West achieves its goal of educating the public about the Climate Action Plan (CAP). Our team understands that the vision of the CAP is to create a more sustainable future that dramatically reduces greenhouse gas emissions.

We also understand that each program area in the CAP has an educational component and that if substantial outreach is not conducted, little behavioral change will occur among the residents and business community of Key West. We know that the City of Key West strives to be known as a community that implements solutions for climate change and our team is well equipped and ready to make that happen.

We know that in order to be successful in reducing carbon emissions, the citizens of Key West, tourists and other stakeholders will have to make lifestyle changes. Historically people are often resistant to change. In order to educate citizens about the importance of reducing carbon emissions and adopting a greener lifestyle, a comprehensive marketing and advertising effort must be developed.

Approach

The Cunningham Group/Market Share team will enact a phased approach to achieve the CAP goals set forth by the City Commission. Using the unique green perspective of our LEED Accredited staff our team will perform the following tasks including, but not limited to:

- Create a comprehensive marketing plan that will serve as the roadmap for executing a successful climate change campaign, including an external launch plan.
- Define the brand
- Define value propositions
- Create campaign logo
- Create a brand positioning statement
- Create a campaign tagline
- Develop an awareness study to provide a baseline by which to measure the achievement of goals
- Design a climate change campaign website

- Creating brochures, print ads, flyers, and postcards for direct mailings and other print collaterals
- Design curriculum or lesson plans for grades K-12 to educate students about the climate change campaign
- Hold/partner/obtain booth space at workshops, festivals or fairs
- Create a publicity/public relations plan that outlines ongoing media relations and publishing efforts, including participation in key events
- Charitable Outreach, which entails working with charities to adopt the climate change message and spread it throughout their constituency, leveraging partnerships to provide greater awareness.
- Write and publish newspaper articles
- Distribute electronic newsletters
- Customize e-mail messages to stakeholders

Methodology

The Cunningham Group/Market Share team will execute all tasks using a phased methodology as follows:

Phase 1: Research

In this phase, our team will conduct the research necessary to create a stellar climate change campaign including, but not limited to:

- Develop and execute an study to provide a baseline by which to measure the achievement of awareness goals
- Conduct brand research
- Research potential campaign partners (agencies, government entities, foundations, businesses, etc) that can provide additional channels for increased outreach free of charge to the city.

Phase 2: Development

In this phase, our team, armed with the research garnished in phase one will work closely with the city to develop the climate change brand. Our team will perform the following task including, but not limited to:

- Create marketing plan
- Create and define brand
- Create a brand positioning statement
- Define value propositions
- Create PR Plan
- Conduct Charitable outreach efforts
- Create a campaign tagline
- Design a climate change campaign website
- Develop social media tools to promote campaign



Phase 3: Execution

In this phase, our team will launch the campaign to the public. This phase will include a soft launch which will occur three weeks prior to the official launch. During the execution phase, our team will complete the following task including, but not limited to:

- Launch climate change website
- Implement PR plan
- Distribute electronic newsletters
- Customize e-mail messages to stakeholders
- Create brochures and other collaterals
- Attend community events to promote campaign
- Distribute curriculum and lesson plans to grades K-12 and alert the media
- Organize press confrence announcing campaign

Courtney Cunningham

Project Manager

1998 – Present:

Partner

Cunningham Group, Inc.

- Founded this successful consulting company which creates stellar public involvement campaigns for clients in transportation, health care, government, media and finance;
- Consistently serves as an intermediary to address the interests of all stakeholders while seeking formal approval of projects ranging from transportation, environmental mitigation, and residential and commercial development;
- Serves as public information manager for Miami-Dade Expressway Authority (MDX) 924 (Gratigny) East Extension PD&E Study

1996 – 1998:

Chief of Staff

Office of the Chairperson, Miami-Dade County Commission

- Served as top political and legislative advisor to Chairperson Gwen Margolis;
- Worked closely with Miami-Dade County Mayor Alex Penelas helping plan and execute the Mayor's legislative agenda.

1995-1996:

Prudential Securities

Vice President, Public Finance

- Served as an officer and investment banker;
- Counted many states and municipalities as his clients and served as senior investment banker for Miami-Dade County and the Miami-Dade County Housing Finance Authority

1994-1995:

Ryder Systems

Director, Government Relations

- Managed state government relations for this Fortune 250 transportation and logistics company;
- Managed state government relations;
- Managed and coordinated the rental industry response to the Oklahoma City bombing where a Ryder truck was used. That tragedy led to the introduction of legislation around the country to highly regulate rental transactions.

EDUCATION:

- Bachelor of Arts in Political Science, University of Florida (1983)
- Juris Doctorate, University of Florida (1986)
- Member of the Florida Bar Association

Tasha Cunningham

Design Director

2008 – Present:

Principal

Cunningham Group, Inc.

- Works with clients such as the Florida Department of Transportation, District 4 and 6, Tri-Rail, MDX and SFRTA to create stellar public involvement and marketing campaigns;
- Consistently serves as an intermediary to address the interests of all stakeholders while seeking formal approval of projects ranging from transportation, environmental mitigation, and residential and commercial development;

2007 – 2008:

Senior Planner

Parsons Transportation Group

- Created and wrote the North Corridor Metrorail Extension (NCME) Project Business Assistance Plan (BAP) for Miami-Dade Transit, designed to keep businesses located along the NW 27th Avenue corridor viable during project construction;
- Created and wrote the NCME BAP Implementation Guide, a comprehensive guide to implementing the recommendations and strategies outlined in plan

2004-2007:

South Florida Regional Transportation Authority (SFRTA)

Project Management Consultant

- Handled communications, public relations, community outreach and governmental affairs for SFRTA/Tri-Rail's Segment 5 Double Tracking Project;
- Acted as a liaison with elected officials in three South Florida counties, providing information and coordinating the response to direct inquiries for both the public and government

2009-Present:

Project Manager

South Florida Regional Transportation Authority (SFRTA)/Tri-Rail EASY Card marketing campaign

- Currently managing marketing and public involvement tasks for this campaign as Tri-Rail introduces a new fare card to their patrons

2010-Present:

Florida Department of Transportation, District 6: Project Manager

- Currently managing communications and public involvement for FDOT District 6 on all major construction projects in Miami-Dade and Monroe counties

EDUCATION:

- Bachelor's Public Administration, Florida International University

David J Castro LEED AP Project Designer

2010-2011

Project Manager

Cunningham Group, Inc:

- Responsible for the conceptualization and design of marketing and informative collaterals for multiple transportation agencies including Florida Department of Transportation District 6, Miami-Dade Expressway Authority, and South Florida Regional Transportation Authority.
- Efficiently managed multiple teams during the pinnacle launch of Tri-Rail's touch less FFID card payment system, also referred to as the EASY Card.
- Assisted in the developed the brand identity of Public Involvement 2.0; a web based tool utilized by the Florida Department of Transportation District 6 to disseminate and organize project data.

2009-2010

Web Administrator

University of Miami:

- Responsible for the design and development of multiple inner-office clientele websites
- Successfully designed and managed the creation and content management of the Frost School of Music webpage along with various team members.
- Conducted demographic studies to demonstrate the feasibility of web marketing techniques.
- Converted static pages to content management web assets/weblogs and Designed over 100 pages/templates.

2006-2008

Junior Architect

Schenkel Shultz Architecture:

- Successfully designed and produced construction documents for over 1,000,000sf of institutional, and civic space with the Schenkel Shultz team.
- Successfully completed Production, Proposal Work, Redlines, Scheduling, Renderings, And Graphic
- Conceptualized 152 acre master plan for Indian River County, which ultimately ended up in the procurement of a large middle school project.
- Designed Site Plans for St Lucie County Special Needs Center, and Indian River Storm Grove Middle School.
- Seamlessly integrated AutoCAD software space chart with state regulated facility space inventory worksheet, decreasing workload completion time by 80%.

EDUCATION:

University of Miami, Coral Gables, FL

Master of Architecture, May 2010 (2nd In Class)

Florida Agricultural and Mechanical University, Tallahassee, FL

Bachelor of Science in Architecture, May 2006



Linda O’Brien
Assistant Project Coordinator

Linda O’Brien, Chief Operating Officer of the Market Share Company, came to Key West in 1978 and is a very active member of Monroe County’s professional community. Since founding the firm in 1989, she has applied her marketing and public relations skills to develop successful communications strategies and campaigns for many businesses and organizations in the community. Her projects with the company require working closely with various State, County, and City agencies, with the County and City Managers, as well as leaders from the private sector.

O’Brien and the Market Share Company have a history of working with private, public, and governmental entities, as is evidenced in the attached project experience listing. O’Brien enjoys an excellent working relationship with the media including the Key West Citizen, Island News, Solares Hill, the Free Press, and the Keynoter as well as the local television and radio stations.

Actively involved in the Key West Chamber of Commerce, she served on the Board of Directors as vice president for two years and as an executive committee member for seven years. In 1990, she received the Chamber’s Athena Award for outstanding businesswoman and in 1994 she attained the Margo Golan Community Service Award from The Lodging Association. O’Brien is also a member of the Islamorada, Marathon, and Lower Keys Chambers.

She also served on the Key West Hotel & Motel Association Board of Directors from 1990 to 1996 and again in 2000. A former chair of the advertising and trade show committee for the Monroe County Tourist Development Council, she also sat on the Key West Attractions Association Board of Directors from 1989 to 1993 and has been included in Who’s Who in American Business 1999-2000.



Liane Caruso

Public Information Specialist

A resident of the Florida Keys for approximately eight years, Liane Caruso serves the Market Share Company as a Senior Account Executive. As such, she has worked extensively with most of the company's public relations and marketing clients. Her project-related experiences include, but are not limited to, the Florida Department of Transportation; Pier House Caribbean Spa and Resort; Florida Keys Eco-Discovery Center Sea Star Campaign; National Marine Sanctuary Foundation; Tourist Development Association; Super Boat International; Fantasy Fest® Key West, the Lodging Association Rack Card Program and various contributions to The Key West Journal. She has written several grants on behalf of the Key West Tourist Development Association to apply for funding for Key West's largest festival, Fantasy Fest®

Her relevant work experience includes a variety of public relations and marketing communications service capacities. As Account Executive for a full-service national public information and public relations firm, she was responsible for public relations strategies, community outreach initiatives and developing crisis communications plans for her clients. Her duties also have included corporate communications and marketing, business development and proposal writing for local, statewide and national RFPs and RFQs.

Caruso has served as Communications Officer and Spokesperson for a number of Housing Authorities in the Tampa Bay area. In this capacity, she was responsible for effective public relations, fostering stakeholder and community relationships and maintaining positive identity and consistent branding within the surrounding community. She built and maintained strong media relations, wrote press releases, and was responsible for web content and timely updates. She successfully produced marketing collateral such as award-winning newsletters, brochures, fliers, as well as developed strategic communications plans, crisis communications plans and public records policies on behalf of such clients.

As Public Information Officer for an array of projects with the Florida Department of Transportation, her primary duty was to serve as the liaison between the client, the media, and the public. Caruso has handled all planning and organization for area media briefings; created community awareness plans; coordinated public meetings, agency and community working group meetings; and worked with various forms of media outlets by establishing strong media relationships, sending press releases, complying with media requests and identifying with the needs of the community.

Caruso has a Bachelor's degree in Communications from the Florida State University. She has received training in Public Involvement in Transportation Decision Making from the National Transit Institute, Media Training, and is co-author of "Keys To Paradise, A Guide to the Florida Keys", a USA Book News Finalist, Travel Category. Liane has 15 years of experience in marketing communications efforts for her clients, including 8 years of experience in public involvement and information.



Alexis Hansen Public Information Specialist

Having lived in Key West nearly all her life, Alexis Hansen is a perfect fit for the Market Share Company. As Director of Operations, Hansen oversees the day-to-day business of the company. Hansen also works closely with the rest of the Market Share team to develop marketing plans and proposals for clients.

During her time at Market Share she has worked on many different projects including assisting with the coordination of the Captain Morgan Fantasy Fest® Parade, working in sales for Fantasy Fest® sponsors, assisting in the accounting department, and working closely with the Directors of Super Boat International Productions to produce their Annual World Championship Race.

Hansen also works closely with the Assistant Director of Fantasy Fest to produce Fantasy Fest®, the largest annual festival in Key West, and has now added another title to her resume, Parade Coordinator. As Parade Coordinator, Hansen is responsible for overseeing and planning the logistics of the annual Captain Morgan Fantasy Fest® Parade. This includes organizing 60+ parade entries, coordinating and training over 100 parade volunteers and working closely with City Officials including the City Manager and members of law enforcement to make sure the parade is always in compliance with City regulations.

Hansen obtained her Bachelor's in Business Administration from Loyola University Chicago. While attending Loyola Hansen had the opportunity to work on a number of marketing plans for various companies including ZipCar, Honda Motor Company and Google.

Pegi Fitton Administrative Assistant

Pegi Fitton recently joined Market Share Company as the Assistant Director of Fantasy Fest and account support on various public relations clients. Fitton previously lived in Key West and is thrilled to once again call the Conch Republic home. With her BS degree in marketing from the University of Georgia and a Masters' degree from NovaSoutheastern, Market Share is extremely pleased to include Pegi as a member of their professional team providing account tracking, support, copywriting and quality control and assurance.

The Cunningham Group / Market Share team is uniquely qualified to research and develop a public awareness campaign designed to promote the benefits of reducing carbon emissions in the City of Key West. Our team has launched major awareness campaigns for government entities, as well as public agencies and private corporations. Our outstanding qualifications are evident in the following campaigns launched over the last five years:

The Cunningham Group

Campaign:

EASY Card

Client :

South Florida Regional Transportation Authority

Year:

2010-2011

Overview:

SFRTA Tri-Rail EASY Card: In 2008, when the South Florida Regional Transportation Authority (SFRTA)/Tri-Rail decided to launch new smart card technology to pay fares on their trains, the Cunningham Group was commissioned to launch the new EASY Card. The firm created a marketing plan, handled publicity, designed an informational website and executed the product launch in three South Florida counties - Miami-Dade, Broward and West Palm Beach.

- Created marketing plan
- Executed marketing plan
- Created design concepts for posters, wayfinding signage, brochures, fact sheets
- Executed community outreach
- Designed website
- Handled employee outreach
- Media relations
- Trained volunteers

Awards:

Nominated and currently under consideration for an American Public Transportation Association (APTA) AdWheel Award



The Cunningham Group

Campaign:

Click It or Ticket

Client :

Florida Department of Transportation District 6

Year:

2011

Overview:

In 2011, when the Florida Department of Transportation District 6 wanted to launch its annual Click It or Ticket campaign, the Cunningham Group was chosen to design campaign concepts, plan the launch press conference, create posters, design webpages and handle outreach to the community.

- Created design concepts
- Posters, brochures, fact sheets
- Media relations
- Partner outreach

Awards:

Nominated and currently under consideration for for a National Roadway Safety Award

Market Share Company

Overview of similar projects in the last five years

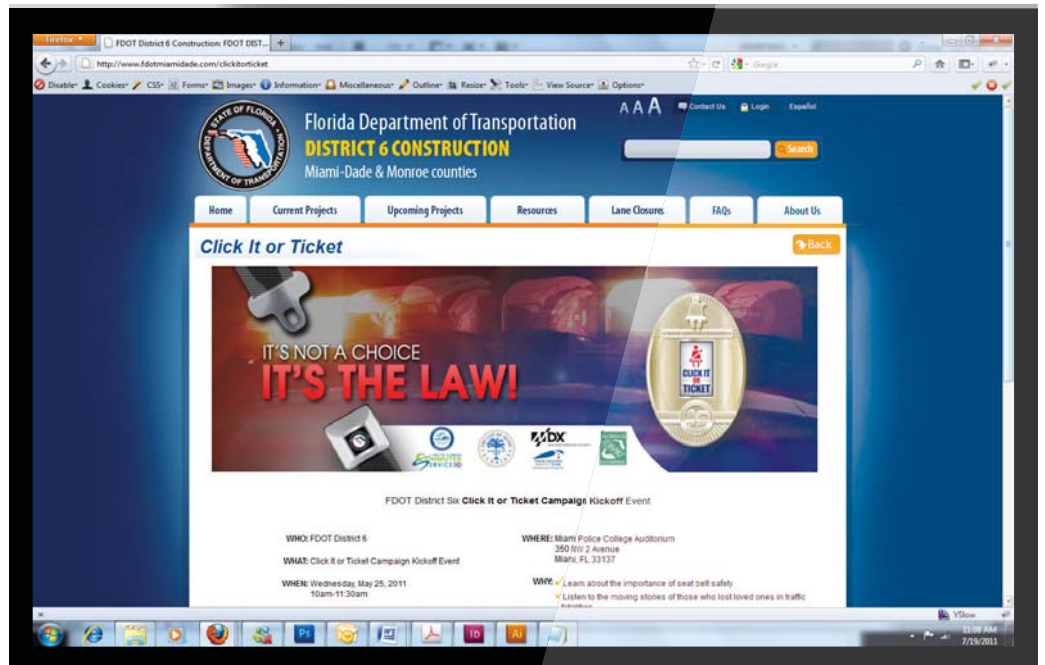
- **United States Navy Base Reuse Plan** – Contracted by Bermello & Ajamil and later Curtis & Kimball Company to coordinate community involvement in the implementation of the Navy Base Reuse Plan (Chapter 288) for return of military property to the city of Key West, the Port Conveyance at Truman Annex, and the design of the Community Park at Boot Key Harbor in Marathon, FL. Targeted and met with key public officials and staff, organized public hearings of more than 200 participants, and arranged speaking engagements. Assisted in consensus building among various groups with widely differing opinions.
- **National Marine Sanctuary Foundation** – Served as local consultants and support for the Washington D.C. based Foundation offices. Organized and held media briefings, produced rack card displays, flyer design and press releases. Provided Keys community analyses in order to best target Sanctuary audience through knowledge of the area.
- **Florida Keys Carrying Capacity Study** – The Market Share Company served in the strategic position of public information and involvement coordinator for the multi-million-dollar Florida Keys Carrying Capacity Study; being conducted by the U.S. Army Corps of Engineers, the state of Florida Department of Community Affairs, and Monroe County. As such, we performed general public relations consulting, conducted all media relations, prepared all collateral material including brochures and newsletters, compiled a comment tracking system, organized public meetings, scheduled a speaker's bureau, and coordinated a traveling exhibit which is produced in-house, among many other public information and involvement activities.
- **Stormwater Management Master Plan, Camp Dresser & McKee, Inc.** – As subcontractors to engineering firm Camp Dresser & McKee, The Market Share Company was contracted to oversee the Public Interaction Program for Monroe County regarding the Stormwater Management Master Plan. The Market Share Company organized public meetings and, additionally, was contracted to handle all arrangements for three public workshops and one presentation to the Monroe County Board of County Commissioners. Planning included advertising, securing meeting sites, and collecting names and addresses for input into a database.



FDOT District 6 Click It Or Ticket Campaign

2011

- Event Planning
- Branding
- Marketing
- Collateral Design
- Signage
- Partner Coordination
- Website Design





FDOT District 6 Websites

2011

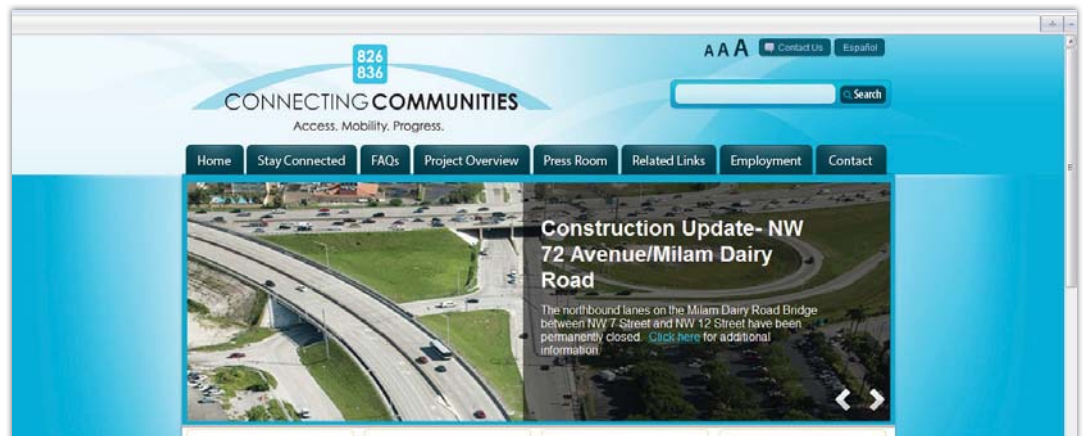
- Web Design
- Software Development
- Photography
- Copywriting
- Public Involvement
- Online Marketing
- SEO



www.fdotmiamidade.com



www.portofmiamitunnel.com



www.826-836.com



Fantasy Fest Collaterals

Annually

- Web Design
- Marketing
- Photography
- Copy
- Graphic Design



National Marine Sanctuary Foundation

- Web Design
- Web Development & Maintenance



www.nmsfocean.org

The Cunningham Group

Josh List, Cubic

Deputy Project Manager
SFRTA/Tri-Rail EASY Card Marketing Campaign
Cubic Transportation Systems, Inc.
9333 Balboa Avenue
San Diego, CA 92123
Phone: (858) 614-4454
josh.list@cubic.com

Dan Mazza

Director of Operations
SFRTA/Tri-Rail
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Will Suero

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Will.suero@hdrinc.com

The Market Share Company

Joy Smatt

General Manager
Pier House Resort and Caribbean Spa
1 Duval Street
Key West, Fl. 33040

Jim Scholl

City Manager
City Hall on Angela
Key West, Fla. 33040
Phone: (305) 809-3883



Proposal Form

CLIMATE ACTION PLAN: MARKETING AND ADVERTISEMENT

Deliverable:

Value (\$):

1. Development of a Marketing Plan (2 hard copies/2CDs) Plan shall include the results of public meetings, surveys Development of a “message” and goals Development of an outreach/education program Design of brochures/print ads, flyers and postcards	<u>\$35,000</u>
2. Outreach Program (start/commencement) a. Website development and launch:	<u>\$20,000</u>
Total Cost:	<u>\$55,000</u>

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

PROJECT NO. 011-11: Climate Action Plan: Marketing and Advertisement

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

1. This sworn statement is submitted with Proposal, Proposal or Contract No.
#011-11 for
Climate Action Plan: Marketing and Advertisement

2. This sworn statement is submitted by Cunningham Group, Inc.
(Name of entity submitting sworn statement)

whose business address is 9100 S. Dadeland Blvd. Suite 1500
Miami, FL 33156 and (if applicable) its Federal
Employer Identification Number (FEIN) is 65-0818943 (If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.)

3. My name is Courtney Cunningham and my relationship to
(Please print name of individual signing)

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 proposal or contract for goods or services to be provided to any public entity 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
 1. A predecessor or successor of a person convicted of a public entity crime: or
 2. 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 proposals or applies to proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

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

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with no 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 vendor list. (Please attach a copy of the final order.)

The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the Sate 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 vendor list. (Please attach a copy of the final order.)

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

[Signature]
(Signature)
7/19/2011
(Date)

STATE OF Florida
COUNTY OF Miami-Dade

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Courtney Cunningham who, after first being sworn by me, affixed his/her signature in the
(Name of individual signing)

space provided above on this 19th day of July, 2011.

My commission expires:

[Signature]
NOTARY PUBLIC




ANTI-KICKBACK AFFIDAVIT

PROJECT NO. 011-11: Climate Action Plan: Marketing and Advertisement

STATE OF FLORIDA)
): SS
COUNTY OF MONROE)

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein proposal 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: 

Sworn and subscribed before me this
19th day of JULY, 2011.



NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 8/26/2011

NOTARY PUBLIC-STATE OF FLORIDA
Christopher S. Kibort
Commission # DD708588
Expires: AUG. 26, 2011
BONDED THRU ATLANTIC BONDING CO., INC.



*The Cunningham Group
Thank You For Your Consideration*