

ITEM # 1: Cover Letter

The **benefits** of hiring the Florida Keys Tropical Research Ecological Exchange Institute, Inc. (TREE Institute):

- We are a ***Key West*** based, ***nonprofit*** organization whose mission includes working towards carbon neutrality in the Florida Keys.
- Our Team is ***“local”*** from the Florida Keys. We have a vested interest, passion and the expertise to accomplish this project.
- As a ***nonprofit*** organization, the TREE Institute has the ability to ***leverage City funds for additional donations*** from private foundations, individuals and public grant sources.
- Our GOAL is not only to reduce carbon emissions as per City Plan by 2015, but also help City of Key West become ***“FIRST Carbon Neutral Tourist City in America.”*** This designation could further the Nation’s interest in our island!

Item # 2: Information Page

PROPOSAL

To: The City of Key West

Address: 525 Angela Street, Key West, Florida 33040

Project Title: Climate Action Plan: Marketing and Advertising

RFP No: 011-11

PROPOSER'S INFORMATION

Name: Florida Keys Tropical Research Ecological Exchange Institute, Inc.
(TREE Institute)

Mailing

Address: P.O. Box 4567
Key West, FL 33041

Physical

Address: 3409 N. Roosevelt Blvd., #4
Key West, FL 33040

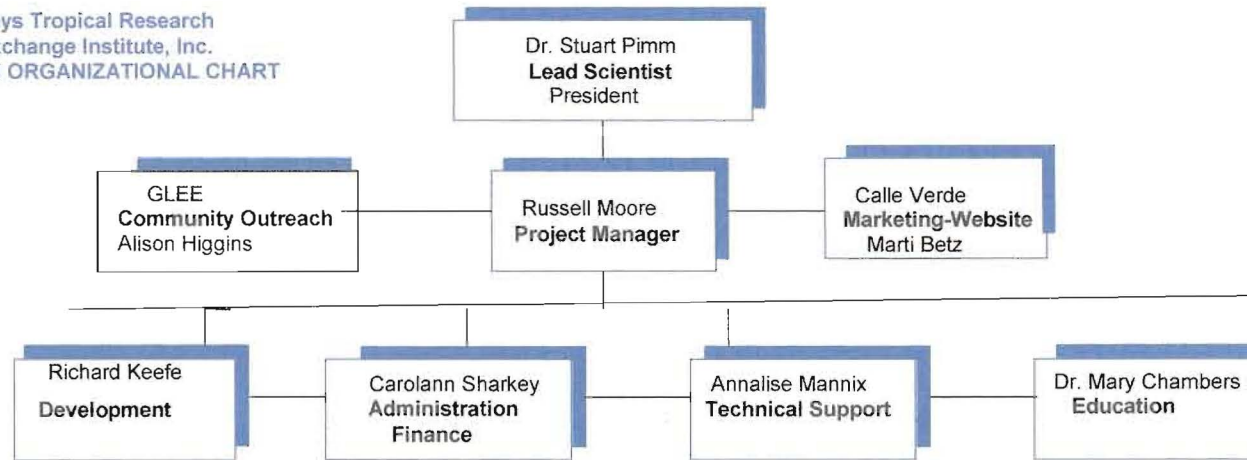
Contact Name: Richard Keefe, Executive Director

Email: rvkeefe1@aol.com

Telephone: 305-304-1729

Fax: 305-295-1255

The Florida Keys Tropical Research
Ecological Exchange Institute, Inc.
CAP PROGRAM ORGANIZATIONAL CHART



ITEM # 4: Company Information

Florida Keys Tropical Research Ecological Exchange Institute, Inc. (TREE Institute): It is a 501-c-3 nonprofit organization that brings together experts from various fields to “encourage and direct efforts on behalf of plant research and carbon neutrality that will produce innovative changes to healthcare, energy utilization, education, and the environment for the betterment of mankind.” The TREE Institute has a wealth of professionals, scientists, researchers, educators and other academics working with various universities, nonprofit organizations and companies that the TREE Institute can call upon as needed for collaboration on various projects. Specific members of the TREE Institute Team bring the following expertise to the CAP Project:

- President has over 30 years experience as educator, researcher and environmentalist and has been recognized with numerous international and national awards.
- Secretary/Treasurer has over 25 years experience managing, design, advertising, and balancing the books for both nonprofit and for profit companies.
- Executive Director has over 30 years of experience in helping to raise over \$1.3 billion through various capital campaigns, most recently assisting the Key West Botanical Garden in raising several million dollars for various projects.
- Another Board member has over 30 years experience in project management including the Florida Keys National Scenic Highway, the Florida Keys Interpretative Master Plan, the Key Largo Sustainability Plan and the Key West Botanical Garden Lake Project (\$2 million).

The TREE Institute will partner with another nonprofit organization, GLEE. (Please note attached GLEE letter.) The TREE Institute will provide the vision and oversight to the various sub-agencies for the implementation of marketing and advertising of the CAP Project. It will consolidate all the data, findings, reports, and plans for the implementation of the business plan to market and advertise CAP to Key West. It will also do additional fund raising by seeking other grants to compliment City funding.



To: Dr. Stuart Pimm
Florida Keys TREE Institute

From: Alison Higgins
GLEE Executive Director

RE: City of Key West Marketing Contract

Dear Dr. Pimm,

The GLEE Board and I are excited to collaborate with the Florida Keys TREE Institute on their proposal and project for the City of Key Wests

Sincerely,

A handwritten signature in blue ink that reads "Alison Higgins". The signature is written in a cursive style with a large initial "A" and "H".

Alison Higgins
Executive Director, GLEE
ahiggins@keysGLEE.com
305-923-1783

Green Living & Energy Education

Florida Keys GLEE | 10000 US Highway 1, Suite 100, Key West, FL 34290 | 305-923-1783

ITEM # 5: Methodology and Approach

In order to educate people about climate change, and remove barriers to change a significant effort must be made in what is normally termed marketing and advertising. This plan is intended to be as comprehensive as possible, including multiple areas impacting marketing communications, for the purpose of meeting the goals set by the City Commission in the CAP Plan. The major goal is to reduce carbon emission by 15% by the year 2015. The first approach will be to assess the carbon emitters.. The Team will assemble under the guidance and oversight of Dr. Stuart Pimm to identify and assess the public sector's greatest producers of carbon emissions within the boundaries of Key West. Once this research is done, a prioritized list will be made with Category A being the highest emitters, Category B being the next major users of carbon and Category C will include everyone else. While we recognize that the highest emitters offer the greatest opportunities for reductions, they need not offer the most cost-efficient solutions. So we will attempt to create a list prioritized by the likely cost of remedial actions. Once they have been identified, the TREE Institute Team, under the direction of the Project Manager with GLEE representatives taking the lead, will put together a series of focus group meetings for a marketing assessment with a high concentration of Category A members in order for them to assess how they fit into the overall scope of the challenge and how they can participate. It is our firm belief that once educated and involved in meeting the challenge, emitters will become more committed to participating in finding the solution.

The marketing assessment will uncover:

- Perceived barriers
- Perceived benefits
- Why is it in the best interest of the target audience to take action?
- How can the barriers be lowered and the benefits increased?
- What incentives can be offered to the target audience to take action?
- What is the target audience doing instead of the preferred action? And,
- What are the benefits they feel that they would be giving up?

An education plan, or more specifically a communications plan, will be developed that creates an outreach strategy and design concept. The plan will determine target audiences; barriers that need to be lowered; target areas that need incentives; and the best way to reach each target audience. The plan will include a media strategy that itemizes the best combination of outreach strategies to engage the community. It will also recommend other groups in the city that should be involved as partners to ensure a successful plan. The plan will pull together all the elements of the Climate Action Plan to clarify and make consistent the messages being expressed by the City to staff, citizens, decision-makers, customers, and other key audiences.

The TREE Institute has as one of its goals to produce a carbon calculator for participants as a tool for people to self assess their own starting point and measure their progress. The TREE Institute will then develop and market an incentive plan to encourage people to participate and educate them as to the benefits of their participatory actions. The educational consulting firm of MyCera, Inc. will play a significant role here that would include kindergarten through Grade 12, as well as an educational program for adults. It is important to note that we are in a recession and to be successful in meeting this challenge, the program may need some incentive programs for people to be willing to take ownership.

As noted above, the challenge will be met in three phases with those sources of greatest carbon emission being first. After the Category A, B and C sources are assessed, the TREE Institute, along with its subcontractors, especially through Calle Verde's Marti Betz will develop a brand and icon. A marketing and advertising campaign will be developed using a really creative representative icon that would attract the general populace to the program. This could be accomplished via mechanisms like coupons, contests,

winning free green items, such as a solar heater for participation. There is nothing better than peer to peer success to get the “buzz” going about the program. Once a brand position is agreed upon, key marketing themes, tag lines and deliverables for the program will be created. An internal and external launch plan will also be developed. It is important to have all of the City’s staff on board with the green message. We will want to create passion among employees to act in a Green manner and challenge others to do so. We will ensure consistency of messages both in the media and from staff.

Elements of the internal plan include:

- Communication and understanding;
- Top down support and modeling;
- Peer-to-peer support and modeling; and
- Reward system.

The external launch plan will include an awareness study to provide a baseline to measure the achievement of awareness goals. Then a publicity/public relations plan will be developed and a “kick-off” event held to implement the new outreach strategy. This will be followed by monitoring and evaluation of the strategy. It is best to evaluate the process along the way to guide and shape the program. In order to be able to best evaluate the success of the program, it is important to set indicators and baselines during the planning stage so that new data can be compared to the baseline data. This will be done is the initial focus group assessment.

The external launch plan will include any combination of the following education and outreach strategies:

- Designing websites, distributing electronic newsletters, email messages
- Creating brochures, print ads, flyers, and postcards for direct mailings, writing articles
- Holding/ partnering/obtaining space in workshops, festivals or fairs; and
- Designing a baseline plan for curriculum and lessons for grades K-12.

Components of the publicity/PR plan will be divided into the following five areas:

- Media relations/publishing efforts
- Presence/participation in key events
- Charitable outreach
- Leveraging partnerships
- Administration.

The website will develop an interactive one stop shop for all program elements; providing exceptionally easy instruction in greening homes, businesses, and other information required for us to meet our goals. The TREE Institute would also be building pride in the community as well as excitement in the program as we get closer to our goal of making Key West the first carbon neutral tourist city in America. People do not want to participate in “gloom and doom.” Too many people already have the attitude that if it won’t happen in our lifetime, why worry about it. The campaign logo could be placed on all city vehicles, buses, utility company vehicles to constantly remind residents and visitors alike to be on a “Mission to reduce Carbon Emissions.” (copyrighted) As the author of the CAP Plan, The Annalise Mannix Consulting firm, will review the messages and target audiences and work closely with the TREE Institute leadership and the Project Manager from Calle Verde.

It is important that the website developed by Calle Verde specifically to market and advertise this campaign let the consumer/taxpayer know that their local government is doing their part to lower carbon emissions. To further engage people in the campaign and increase the level of excitement, we would seek out a famous spokesperson to present a friendly face and support for the campaign. Once all the pieces are in place, the campaign would be launched by an announcement by the spokesperson on the web site and by a flyer as part of a mass media program. At that point in the marketing/advertising campaign, we would be monitoring the number of “hits” on the web site as a measuring tool to judge the success of the campaign. The ultimate challenge, however, would be to drastically reduce the carbon emissions on our beautiful island home for our children and grandchildren.

ITEM # 6: Personnel

Resumes of the principals assigned to the design and staff personnel and/or sub-consultants available to support the project. Resumes following this title page in alphabetical order are:

<u>Name</u>	<u>Responsibility</u>
Russell Moore	project manager
Marti Betz	website and campaign development
Dr. Stuart Pimm	scientific oversight
Dr. Mary Chambers	education plan
Alison Higgins	manage focus meetings and GLEE volunteers
Annalise Mannix	CAP advisor
Richard Keefe	fund raising
Carolann Sharkey	financial and administrative management

Russell Moore, ASLA, APA, (AICP, RLA)

Urban Planning, Urban Design and Landscape Architecture

Russell Moore is a practicing planner and landscape architect with over 30 years experience in the public and private sectors. He was the owner and founding partner in 2 major planning and design consultancies in the US: DSW Inc. in Denver Colorado and the RMPK Group in Sarasota Florida. He has been instrumental in the marketing and business development aspects of the profession as well as project principal for a multitude of high-profile commissions throughout the US, Mexico, Bahamas, Caribbean, and the Middle East. Over the years, Russell successfully managed over 50 million dollars worth of planning and design projects. The spectrum of his project experience is wide and diverse. Planning projects have included the following: Comprehensive Plans, Redevelopment Plans, Transit-Oriented Development Corridor Plans, Form-based Codes, Eco-heritage Plans, Parks and Open Space System Master Plans, Large Scale Resort and Golf Course Communities, and Urban mixed-use In-fill Master Plans. Design projects have included the following: Urban Waterfront Parks, Urban Streetscapes, Town Squares, Ski Areas, Botanical Gardens, Arboretums, Sports Complexes, Heritage Museums, and Land Development Amenity Areas.

Mr. Moore's training in environmentally-based planning and design has ingrained a rigorous analysis approach to attain an in-depth understanding of the cultural and environmental factors affecting each project. His context-based approach has led to highly imaginative and appropriate planning and design solutions for complex urban and natural conditions. Mr. Moore regularly speaks and teaches at professional seminars and conferences around the country. His current professional focus has been the development of form-based redevelopment urban design codes for transit oriented development corridors.

Education:

Bachelor of Environmental Design, School of Architecture, University of Colorado, Boulder, Colorado, 1974

Master of Landscape Architecture and Regional Planning, University of Pennsylvania, Philadelphia, Pennsylvania, 1979

Affiliations

- Florida Recreation & Parks Association
- Florida Redevelopment Association, Board Member
- National Main Street Advisory Board
- Governor's Regional Greenways Council
- Florida Trust for Historic Preservation

Representative Experience

Urban & Regional Planning

- Sarasota Urban Master Plan
- Lake Wales Comprehensive Plan
- Boca Grande Comprehensive Plan
- Daytona Beach Comprehensive Plan
- Estes Park Comprehensive Plan
- Green River Comprehensive Plan
- Punta Gorda EAR
- Boynton Beach Urban Code
- Lynn Haven Urban Code
- Cape Coral Urban Code
- Broward County Heritage Tourism Plan
- Palmetto Redevelopment Plan
- Moore Haven Redevelopment Plan
- Thomasville Redevelopment Plan
- Billings Urban Design Plan
- Stuart Redevelopment Plan
- Ormond Beach Redevelopment Strategy
- Cocoa Vision Plan
- Gainesville Redevelopment Strategy
- Palmetto City-wide Plan
- Sarasota Vision Plan
- Port St. Joe Regional Plan
- East Naples Redevelopment Plan
- Pinetop-Lakeside Regional Plan
- Boca-Raton Visual Preference Survey
- Dade City Redevelopment Plan

Form-Based Codes

- Boynton Beach Urban Code
- Lynn Haven Urban Code
- Cape Coral Urban Code
- Lauderdale Lakes town Center Code
- Daytona Beach Urban Code
- Callaway Urban Code Guidelines
- Ormond Urban Guidelines

Land Development Planning

- Ashley Farms
- Palmer's Creek
- Flint River Boardwalk
- Custard Cove on Lake Okeechobee
- Swan Mountain
- Tropica Sands – Costa Rica
- Hunter's Hollow
- Oaks Preserve
- Marina Bay
- Playacar

Eco-Tourism & Heritage Planning

- Florida Keys Scenic Highway Interpretive Master Plan
- Pinellas County Heritage Village Master Plan
- Pasco County Heritage
- Torry Island Master Plan, Belle Glade
- Broward County Heritage Tourism Plan
- Hollywood Beach Ecotourism Plan
- Key Largo Eco-Tourism Plan
- Loxahatchee River Protection Guidelines

Urban Design & Streetscapes

- Trenton Streetscape
- Tamarac Streetscape
- Boynton Beach Streetscape
- Eatonville Streetscape
- Brooksville Streetscape
- Tallahassee Downtown Pedestrian Connectivity Plan
- Port St/ Lucie Riverwalk
- State Road 7 Corridor Plan
- Coconut Creek Parkway Corridor Plan
- Rockledge Town Center Plan
- Tarpon Springs Urban Design Plan
- Margate Urban Design Guidelines

- Ormond Beach Corridor Plan
- Sumter Road Streetscape
- Daniels Parkway Streetscape
- Titusville Waterfront
- Sarasota Bayfront Park
- Sarasota Streetscape
- Greenacres Streetscape
- Cape Coral Streetscape
- Live Oak Streetscape
- Cocoa Waterfront Park
- Lake Wales Streetscape
- Port St. Joe Waterfront Plan
- Ft. Walton Beach City-wide Plan
- Dade City Redevelopment Plan
- Stuart Redevelopment Plan
- Merritt Park Place Streetscape
- Ormond Beach Streetscape
- State Road 520 Streetscape
- Hollywood Beach Boardwalk Park
- Riyadh Corridors TOD Plan

Parks, Recreation, and Preserve Design

- Jonesville Park
- Royal Palm Beach Village Park
- Cultural Arts Park
- Barefoot Mailman/ Hypoluxo Scrub Park
- Charnow Park Beach Access
- Pithlatchascotee River Greenway
- New Port Richey Swim Center
- New Port Richey Community Center
- Wilson Water Park
- Boynton Beach Community Center
- Veterans Park • James E. Grey Preserve
- Davie Linear Park
- Rock Island Greenway Master Plan
- Quick Point Park
- Spring Lake Park
- Englewood Beach Park
- Flagler Ave Beachfront Promenade
- Sarasota Bayfront Master Plan
- Greenacres Park

- Sylvan Park
- Colonial Oaks Park
- Woodmere Park Design
- Carter Road Park Design
- Bay Street Park
- Stuart Park
- Broad Street Park
- Vineyards Park
- Carmalita Park
- Sims Park
- Moore Haven Park
- Boulder Reservoir Master Plan
- Polk County Regional Park Master Plan
- Gillespie Neighborhood Park
- Community College Park
- Kingdom Park
- Estes Park Riverfront Park
- Lower Boulder Creek Master Plan
- University of Florida Sports Complex

- University of Florida Soccer Center
- Fort Pierce Veterans Park
- Lincoln Avenue Community Park
- Village Commons Park

Parks, Recreation & Open Space System Master Plans

- Groveland Parks, Recreation, Open Space Master Plan
- North Miami Parks and Recreation Master Plan
- Lakeland Parks/ Open Space Master Plan
- Bonita Springs Parks/Open Space Master Plan
- Sarasota Parks and Connectivity Master Plan
- Mount Dora Parks/ Open Space Master Plan
- Key Largo Parks/ Open Space Master Plan
- New Port Richey Parks/ Open Space Master Plan
- Daytona Beach Parks/ Open Space Master Plan
- Lafayette Parks/ Open Space Master Plan
- Thornton Parks/ Open Space Master Plan
- Westminster Parks/ Open Space Master Plan
- Green River Parks/ Open Space Master Plan

Awards

- Boulder Reservoir Master Plan, Estes Park Urban Design – National Award of Merit, American Society of Landscape Architects
- Historic Pueblo Downtown Revitalization Plan – National Award of Merit, American Society of Landscape Architects
- Civic Center Master Plan – Denver Urban Design Award
- Boulder Urban Bikeways Plan – Boulder Bikeway Competition Merit Award
- Dade City Redevelopment Plan – Florida Redevelopment Association Merit Award
- Cape Coral Streetscape – Florida Redevelopment Association Honor Awards
- Cocoa Waterfront Park – Florida Redevelopment Association Honor Awards
- Florida Keys Scenic Highway Interpretive Plan – Florida Planning Association

Publications

- Broward County Cultural Heritage Plan
- Key Largo Eco-Tourism Plan Corridor Redevelopment Guidelines
- Estes Park Riverfront Master Plan
- Green River Open Space Plan
- Adam's Rib Environmental Assessment
- Colorado Department of Highways Erosion Control Manual
- Stream Relocation and Fish Habitat Reconstruction Plan
- Boulder Reservoir Master Plan
- Loxahatchee River Protecting Guidelines
- Boynton Beach Form Based Urban Design Code
- Tallahassee Pedestrian Connectivity Plan

Resume for Marti Betz

INNOVATIVE. EFFECTIVE. RIGHT. These attributes have established Marti Betz as a designer committed to producing exceptional design pieces specifically tailored for each project. Since 1982, she has provided graphic design, web design and illustration services to organizations and firms around the nation.

HONORS

- GOLD MEDAL WINNER IN THE NEENAH PAPERWORKS CONTEST FOR LOGO / STATIONERY PACKAGE DESIGN
- GOLD AWARD OF EXCELLENCE IN THE UNIVERSITY CONTINUING EDUCATION ASSOCIATION MARKETING & PUBLICATIONS AWARDS
- MARCOM WINNER FOR INFO-GRAPHICS DESIGN WITH NEI
- ASLA HONOR AWARD IN COMMUNICATIONS FOR COVER DESIGN OF "UP BY ROOTS: HEALTHY TREES AND SOILS IN THE BUILT ENVIRONMENT" WITH ISA

CLIENT REFERENCES for Marketing, Advertising and Publication Design

- USDA UNITED STATES DEPARTMENT OF AGRICULTURE
GREG TREESE
Campaign Project Manager
Creative Media and Broadcast Center
Office of Communications
United States Department of Agriculture
1400 Independence Ave, SW
Washington, DC 20250-1380
South Building, Room 0091
202.720.6276 (office)
greg.treese@oc.usda.gov
PROJECTS: Marketing Exhibit Panels, Marketing brochures 2010
- JOBSON SAILING AND JOBSON PRODUCTIONS
GARY JOBSON, VIDEO AND DOCUMENTARY PRODUCER AND PROMOTER OF THE SPORT OF SAILING
Jobson Sailing, Inc.
3 Church Circle
Annapolis, MD 21401 USA
410-263-4630 (telephone)
garyjobson1@verizon.net
PROJECTS: MARKETING DVD, BLU-RAY, VIDEO CASE AND DISC COVER DESIGN/ LOGO
DESIGN FOR THE DOCUMENTARY "ENERGY ON TRIAL" / AMERICA3 CAMPAIGN FOR THE DEFENSE OF
THE AMERICAS CUP; DESIGN OF BROCHURES AND MARKETING NEWSLETTERS
- NEI NUCLEAR ENERGY INSTITUTE
LYNN FERGUSON, MANAGER, CREATIVE SERVICES
1776 I STREET, NW, SUITE 400
WASHINGTON, DC
202.739.8032
laf@nei.org
PROJECTS: PUBLIC OPINION NEWSLETTER DESIGN AND INFOGRAPHICS, 2 MEMBERSHIP
BROCHURES, WIN (WOMEN IN NUCLEAR) MARKETING PIECE, NEI 2008 PRESIDENT'S REPORT, WEB
BANNERS FOR THE 2010 ANNUAL REPORT

C L I E N T R E F E R E N C E S for Marketing, Advertising and Publication Design CONTINUED

- NEI NUCLEAR ENERGY INSTITUTE
LYNN FERGUSON, MANAGER, CREATIVE SERVICES
1776 I STREET, NW, SUITE 40C
WASHINGTON, DC
202.739.8032
laf@nei.org
PROJECTS: PUBLIC OPINION NEWSLETTER DESIGN AND INFOGRAPHICS, 2 MEMBERSHIP BROCHURES, WIN (WOMEN IN NUCLEAR) MARKETING PIECE, NEI 2008 PRESIDENT'S REPORT, WEB BANNERS FOR THE 2010 ANNUAL REPORT
- THE WORLD BANK GROUP
LAURENT DURIX
ASTAE, Asia Sustainable & Alternative Energy Program
East Asia Energy, Mining and Transport Unit
ASTAE's current mandate rests on four pillars, improving energy efficiency, scaling-up the use of renewable energy, increasing access to energy to reduce poverty, and promoting adaptation to potential impact of climate change.
1818 H St, NW Washington, DC 20433
Phone: 202-473-7306
Email: ldurix@worldbank.org
PROJECTS: ASTAE Annual Report Design 2009-2010
- THE GEF (Global Environment Facility)
The Global Environment Facility (GEF) unites 182 member governments — in partnership with international institutions, nongovernmental organizations, and the private sector — to address global environmental issues.
An independent financial organization, the GEF provides grants to developing countries and countries with economies in transition for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants. These projects benefit the global environment, linking local, national, and global environmental challenges and promoting sustainable livelihoods.
CHRISTIAN HOFER, GEF Sr. Communications Officer
1818 H Street, NW, MSN G6-602
Washington, DC 20433 USA
Raul Office: (1)(202) 473 8935
Christian Office: (1) (202) 458-0936
chofer@thegef.org
PROJECTS: GEF Annual Report Design 2010 and Other Report Design/ Exhibit Booth Design

C L I E N T R E F E R E N C E S for Web Site Design

- Growth Action Network
Ann Fligsten, Executive Director
Email Address: annfligsten@growthaction.net
Website Address: <http://www.growthaction.net/index.html>
Phone: 410-544-1454
Projects: Logo Design, Website design
- BPIA, Biopesticide Industry Alliance
Bill Stoneman, Executive Director
Email Address: bstoneman@biopesticideindustryalliance.org
Website Address: <http://www.biopesticideindustryalliance.org/>
Phone: 608-268-7040
Website Design, e-newsletter design, brochure design, power point presentations, marketing flyers and postcards

Dr. STUART PIMM

- Degrees** B.A., Second Class Honors, Oxford, England
Ph.D., New Mexico State University, U.S.A.
- Current Position** Doris Duke Chair of Conservation Ecology Nicholas School of the Environment and Earth Sciences, Duke University and Extraordinary Professor, Conservation Ecology Research Unit, University of Pretoria, South Africa
- Recent Positions** Professor, CERC, Columbia University 1999 – 2002
1982 - 1999 University of Tennessee, Knoxville
- Visiting Appointments** Griffith University, Queensland, Australia
Institute for Nonlinear Science, University of California, San Diego,
Ecosystem Management, University of New England, Australia,
Centre for Population Biology, Imperial College, London.
- Grants** Approximately \$2.5 million from The National Park Service,
Army Corps of Engineers, Forest Service, The Nature Conservancy,
U.S. Fish and Wildlife Service, Conservation International, and others.
- Publications** Over 180 including four books, for example:
S.L. Pimm. The complexity and stability of ecosystems. *Nature* 307:321-326. (1984).
S.L. Pimm. **The Balance of Nature? Ecological Issues in the Conservation of Species and Communities.** The University of Chicago Press (1991).
S.L.Pimm and A. M. Sugden. Tropical diversity and global change. *Science* 263: 933–934. (1994)
S.L. Pimm, G. J. Russell, J. L. Gittleman, T. M. Brooks. The future of biodiversity. *Science* 269: 347 - 350 (1995).
Pimm, S.L. The value of everything. *Nature* 387: 231-232 (1997)
Pimm, S. L. and J. H. Lawton. 1998. Planning for biodiversity. *Science* 279:2068–2069.
Pimm, S. L. 2001. **The World According to Pimm: a Scientist Audits the Earth.** McGraw Hill.
- Addresses and seminars:** Over 100 in 24 different countries
- Awards and Honors:**
Pew Scholar in Conservation and the Environment, 1993–1997
Kempe Prize for Distinguished Ecologists, 1994
Aldo Leopold Leadership Fellow, 1999
American Academy of Arts and Sciences, elected 2004
Heineken Prize in Environmental Science from the Dutch Royal Academy of Science, 2006

Mary L. Chambers

Education

1992-1996	University of Florida; Gainesville, Florida Doctorate Degree in Education Leadership
1987-1989	University of Central Florida; Orlando, Florida Masters Degree in Public Administration
1980-1982	University of West Florida; Panama City, Florida Bachelor of Arts Degree in Accounting

Professional Certifications

Master School Board Certification
Certified Florida Superintendent
Certified Public Accountant Licensed in Florida

Recent Professional Experience Highlights:

2004-2005 (Retired)	School Board of Monroe County Position: Deputy Superintendent
1992-2005	School Board of Alachua County; Gainesville, Florida Position: Superintendent (September 2000-March 2004) Position: Interim Superintendent (June 1998-September 1998)
1992-2000	School Board of Alachua County, Gainesville, Florida Position: Assistant Superintendent
1987-1992	School Board of Seminole County; Sanford, Florida Position: Assistant Superintendent for Business and Finance (June 1980 – February 1992) Position: Assistant Director, Finance (May 1987-June 1990)
	Office of the Auditor General; Orlando, Florida Position: Public Accounts Auditor—C.P.A.

HIGHLIGHTS

- Leadership Monroe
- Alliance for Economic Development, Board of Governors
- Rotary International (Gainesville and Key West)
- Alachua County and Monroe County Foundation Take Stock in Children
- Governor Bush's Woman of Distinction Award
- Monroe County Education Foundation Board of Directors
- United Way, Board of Directors
- Florida Institute of Certified Public Accountants (Keys Chapter)
- Commissioner of Education's Appointment to State Finance Council
- Florida Educational Legislative Liaisons

Alison Marie Higgins

Education: B.S. in Aquatic Biology, minor in Zoology, University of California, Santa Barbara
Additional studies, Aquatic Biology, University of Queensland, Australia
M. A., Environment and Community, Antioch University, Seattle, WA

Executive Director, Green Living & Energy Education, Inc (GLEE) Key West, FL

Dec 1995-Present. Volunteer leader for first 6 years of new sustainability-based non-profit, serving individuals, businesses and policy makers. Wrote grant to create Green Business Certification program. Created annual Green Living Awards to recognize local efforts. Created Sustainable Solutions, monthly webinars on emissions reductions solutions. Coordinated annual Green Living Expo. Coordinate GreenGov, a bi-annual seminar for local policy makers focused on emissions reduction.

Land Conservation Program Manager, The Nature Conservancy Sugarloaf Key, FL

Dec 1997 - June 2011. Project Manager for Florida Keys Sea Level Rise Coastal Resilience Tool project. Planning team for Florida Keys Sea Level Rise Workshop. TNC delegate for Gulf of Mexico Climate and Resiliency Engagement Panel. Attended and presented at over a dozen conferences and workshops on Climate Change issues, solutions and communications.

Education Outreach Assistant, Florida Keys National Wildlife Refuges Big Pine Key, FL

Nov 1997- Nov 1998. Guided interpretive programs of the Florida Keys National Wildlife Refuges.

Annalise Mannix, P. E.

PROGRAM MANAGER (ENVIRONMENTAL AND NPDES/MS4 PROGRAMS)

- Assisted on the conceptualization and implementation of the South Florida 4-County Regional Climate Compact and Leadership Summit
- Provided leadership on a variety of technical and complex issues regarding sustainability
- Identified systems to plan and measure achievement, risks and mitigating strategies central to the achievement of environmental objectives in the City of Key West's strategic and business plan, mission and vision statements as well as changing political policies
- Authored the City of Key West Sustainability Plan and the City of Key West Climate Action Plan having organized and nurtured a Climate Action Team to assist in the development
- Analyzed and made decisions on a wide variety of environmental concerns including analysis and recommendations concerning soil and water contamination, fuel tank replacement, and final disposition of sites, mold remediation, review of Environmental Impact statements, and obtaining NEPA review for projects

PROFESSIONAL ENGINEER

- Engineer in Responsible Charge for design and construction of structures, sewer and stormwater utilities, beach nourishment, piers, parks and roadway transportation system
- Successfully worked with federal and state agencies to obtain environmental permits for wetlands, beach renourishment, seawalls, rip rap, docks and piers
- Developed engineering standards, specifications and contract language to be used in facilities, utility, transportation and environmental projects

Professional Training

B.S. in Engineering, SUNY Maritime College;

Professional Awards/Recognition

Last Stand "Green Public Service" Award (2008)

GLEE "Green Living Local Government Award" for City of Key West Climate Change Program (2008 and 2010)

ICLEI-Local Governments for Sustainability Award for City of Key West Climate Change Program (2008 and 2010)

GLEE Green Living Individual Award (2011)

Richard Keefe

rwkeefe1@aol.com

Mr. Keefe is a highly accomplished executive with over thirty years of experience in the creation, implementation, management, or improvement of multi-million dollar fund raising and philanthropic programs both here and abroad. He has helped to raise over \$1.3 billion dollars in Africa, Asia, Eastern and Western Europe, and North and South America. His career development is in two key areas: Over ten years in higher education's senior management and over fifteen years as consultant to senior management. Areas of strength include team building, capital campaigns, needs assessment and development audit and analysis, effective marketing plans, staff recruitment and supervision, donor prospecting, major gifts, public relations, special events, consulting, etc. He has proven himself able to meet or surpass institutional development objectives at all levels in both the United States and overseas. Mr. Keefe has earned a B.A. and M.A. in Political Science.

PROFESSIONAL EXPERIENCE: CONSULTANT

Highlights of two recent projects are:

Key West Tropical Forest and Botanical Garden, Key West, FL

Contract to help rescue, restore and develop the only frost free, tropical forest in the continental United States with over 100 threatened or endangered species of flora and fauna.

National Tree Trust, Washington, DC

Special two-year contract to accomplish the realignment of the operational, financial, personnel and administrative management of the organization in order to enhance its position for fund raising, endowment and grants program.

Carolann Sharkey

sharkeyfun@aol.com

Education

Bachelor of Fine Arts and teaching Degree K-12, Rutgers University - Douglas College
Bachelors of Business Degree with minor in Commercial Art and Design, Rutgers

Employment

National Marketing Manager for Vogart Crafts Corporation, 1977- 1982

Vice President and 50% owner of Sales and Marketing company, handling sales exceeding \$20 million since 1982. Sold business in 2000

Self employed managing rental properties 2000 –present

Volunteering full time for the Key West Botanical Garden Society, 1998-2010

Community Involvement

Board of Director for Bahama Village Business Assoc. Key West, 1999-2001

Tree Commissioner, City of Key West (appointed), 1999-02

Member – Mayor's City Summit Council of Key West 2001, 2006-08

Board of Director, Key West Botanical Garden Society - 1998-2010

Vice President of the Key West Botanical Garden Society, 1999

President of the Key West Botanical Garden Society, 2000 – 2005

Chairman of the Key West Botanical Garden Society, 2006-2009

Executive Director of the Key West Botanical Garden, 2010

Vice President of the Florida Keys Scenic Corridor Alliance, 2006 - 2010

Ambassador of the City of Key West, 2004-present

Recent Accomplishments and Awards:

- Quarterbacked raising over \$6 million dollars for the Tropical Forest project and land reclamation purchase to double the size of the Forest
- Managed 9 major restoration projects, one every year through present
- 2003 Wright Langley Preservation Award
- 2004 Key West Ambassador
- 2005 Key West Woman of Integrity Award

ITEM # 7: Qualifications

TREE Institute's Relevant Experience

Dr. Stuart Pimm is the Doris Duke Chair of Conservation Ecology at the Nicholas School of the Environment at Duke University and is a long time resident of Key Largo. For the past several years he has been responsible for bringing his master degree students to Key West to work alongside Key West high school students on environmental projects. He is the world leader in the study of present day extinctions and what can be done to prevent them. Dr. Pimm received his BSc degree from Oxford University in 1971, his Ph.D from New Mexico State University in 1974 and is the author of 250 scientific papers and four books. The Institute of Scientific Information has ranked him as one of the most highly cited environmental scientists for over a decade.

Dr. Pimm wrote the highly acclaimed assessment of the human impact to the planet: *The World According to Pimm: a Scientist Audits the Earth* in 2001. His commitment to the interface between science and policy has lead to his testimony to both House and Senate Committees on the re-authorization of the Endangered Species Act. He has worked and taught in Africa for nearly 20 years on elephants, most recently lions — through National Geographic's Big Cats Initiative — but always on topics that relate to the conservation of wildlife and the ecosystems on which they depend. His diverse background includes helping to save the Florida Everglades, saving the golden lion tamarin monkey (and many other species) in Brazil through habitat restoration, selling carbon credits to achieve carbon neutrality, working with Leonardo DiCaprio on the movie, "*The 11th Hour*," and teaching about global warming, conservation and the environment in his classroom at Duke University.

His international honors include the Tyler Prize for Environmental Achievement (2010), the Dr. A.H. Heineken Prize for Environmental Sciences from the Royal Netherlands Academy of Arts and Sciences (2006), the Society for Conservation Biology's Edward T. LaRoe III Memorial Award (2006), and the Marsh Award for Conservation Biology, from the Marsh Christian Trust (awarded by the Zoological Society of London in 2004). Sigma Xi, The Scientific Research Society, awarded him the William Proctor Prize for Scientific Achievement in 2007.

Carolann Sharkey has initiated and completed one major project a year for the past eight years at the KWBG that entailed Team building, design, fund raising, marketing, advertising, and educating the public about what her Team was doing. Many of these projects were accomplished with the support of the Monroe County Tourist Development Council. Ms. Sharkey is well known in the community for her leadership, highly regarded work ethic, the ability to get things done, and passion for local environmental causes.

Richard Keefe, who has spent over 30 years in fund raising for a variety of universities and nonprofit organizations, has worked with Dr. Pimm and Ms. Sharkey over the past eight years to raise millions of dollars of financial support to complete the projects for the Key West Botanical Garden. While President of the National Tree Trust in Washington, D.C., Mr. Keefe organized a simultaneous tree planting in all 50 State capitols with then President George W. Bush as honorary Chairman. The effort garnered a much coveted Silver Anvil Award from the National Public Relations Society and the KWBG was the location chosen for the planting of the Trust's 10,000,000th tree.

Calle Verde Relevant Experience

Russell Moore has worked with Dr. Pimm, Ms. Sharkey and Mr. Keefe for the past several years as project manager at the KWBG, most recently the multi-million dollar pond project and within the past few months, the Blue Butterfly Garden. Mr. Moore has conducted numerous local focus group meetings in support of those projects. Mr. Moore's most relevant projects are as follows:

1. KWBG freshwater pond exhibit
2. KWBG visitor center and heritage trailhead design
3. Florida Keys overseas highway interpretive master plan
4. Key Largo Sustainability master plan
5. Key Colony Beach scenic boardwalk plan
6. Tallahassee pedestrian connectivity and visibility plan
7. Hollywood Beach Eco-Heritage tourism visibility plan
8. Broward County Cultural Heritage Master Plan
9. Sarasota urban design plan
10. Naples urban design plan

Marti Betz is new to the Team, but brings with her overwhelming credentials and experience in the field of design, especially regarding the creation of web sites and the design of campaigns. Ms. Betz is a graphic designer, web designer, illustrator, and portrait artist. Since 1982, she has provided graphic design, web design and illustration services to organizations and firms around the nation. Please note her award winning work noted in her attached resume and samples of her work that are attached to this RFP.

Green Living & Energy Education (GLEE) Relevant Experience

GLEE's board, staff and volunteers are highly qualified for this contract. Holding a Master of Arts in Environment and Community, GLEE's Executive Director, **Alison Higgins**, has taken extensive classes in Community Based Social Marketing, which led to her thesis work for the State of Florida's volunteer certification Clean Marina Program (with extensive focus group work), the designing of the Florida Keys GreenThumb Nursery certification. GLEE's Program Coordinator designed the Green Business Program and helped coordinate the City of Key West's door to door recycling campaign. GLEE's Chair is a certified P.E. and runs his own business doing energy consultation and design work. GLEE's Technical Advisory Committee consists of subject matter experts who volunteer their knowledge to GLEE as needed.

Alison Higgins has worked with Dr. Pimm, Ms. Sharkey and Mr. Keefe in her previous position as local coordinator with The Nature Conservancy. In her current position as Executive Director of GLEE, she would act as liaison with the Project Manager and the TREE Institute. She would be responsible for coordinating the volunteer activities of GLEE members through focus meetings and data surveys.

Annalise Mannix Engineering and Consulting, LLC Relevant Experience

Annalise Mannix was primary author of the Climate Action Plan and is providing counsel and technical support to the TREE Institute on how best to implement the Plan. She is the founder and principal of AMEC and a licensed professional engineer with over 25 years of experience. Ms. Mannix is regionally recognized as a leader on green strategies and climate change strategic planning as well as an experienced civil engineer with expertise in structural, energy and utility engineering. She has assisted regional and local organizations catalyze effective and lasting policy solutions; contributed to editing a national climate adaptation guidance document; developed local green jobs program and designed and managed community input task forces.

Ms. Mannix's previous experience includes energy engineering, environmental management, sustainability planning, facility, transportation and utility design, as well as construction and project management, including daily and monthly reports and grant writing, implementation and reporting. She is experienced in civic group representation, public education services, marketing of programs and organizing community input and focus groups. Ms. Mannix is the author of the City of Key West's Climate Action Plan.

Ms. Mannix has worked with a range of community, businesses and government organizations including the South Florida Regional Compact, Eco-Week, US Green Building Council Keys Branch, Green Living and Energy Education and ICLEI Local Governments for Sustainability. She is an appointed chairman of the Monroe County Climate Change Advisory Committee and was appointed by the Secretary of Insurance to the Florida Commission on Hurricane Loss Projection Methodology Windstorm Mitigation Committee. She lobbies for climate and disaster mitigation related issues in the capital cities, Washington DC and Tallahassee, FL.

MyCera, Inc. Relevant Experience

Dr. Mary Chambers is owner and CEO of MyCera, Inc. Dr. Chambers holds a C.P.A. license and has extensive experience in governance and educational best practices. She is a former school superintendent and has provided consulting services for many years in areas such as developing curriculums, establishing systems of accountability and best practices, and new program development for a national charter schools network. She has worked with Ms. Sharkey and Mr. Keefe in the past in helping to make the KWBG educational program the success that it is today.

ITEM # 8: Representative Design Projects and Client References

While we have hundreds of samples, we picked the five below as they relate more closely to the subject matter related to City's CAP plan. More samples are available upon request.

1. Project: The GEF "STRATEGY ON ADAPTION TO CLIMATE CHANGE" REPORT.

Client References: THE GEF (Global Environment Facility)
 RAUL RODRIGUEZ, GEF Program Assistant
 CHRISTIAN HOFER, GEF Sr. Communications Officer
 1818 H Street, NW, MSN G6-602, Washington, DC 20433
 Raul's Office: 202-473- 8935 rrodriguez@thegef.org
 Christian's Office: 202-458-0936 chofer@thegef.org

2. Project: Conservation International's Center for Environmental Leadership on "A Practical Guide to Good Practice: Managing Environmental and Social Issues in the Accommodations Sector". Conservation International's Hotelier Handbook.

Client Reference: JAMES SWEETING, Senior Business Advisor for The Center for Environmental Leadership In Business; Conservation International
 (He no longer works for Conservation International.)
 Now: JAMIE SWEETING - Vice President of Environmental Stewardship & Global Chief Environmental Officer, Royal Caribbean Cruises Ltd.
 1050 Caribbean Way, Miami, Florida 33132
 Phone #: 305-539-6000

3. Project: Logo Design and website for the documentary "Energy on Trial: A critical re-evaluation of new nuclear, fossil fuels, and renewables."

Client Reference: GARY JOBSON, VIDEO AND DOCUMENTARY PRODUCER AND PROMOTER OF THE SPORT OF SAILING
 Jobson Sailing, Inc.
 3 Church Circle, Annapolis, MD 21401
 Phone #: 410-263-4630
garyjobson1@verizon.net

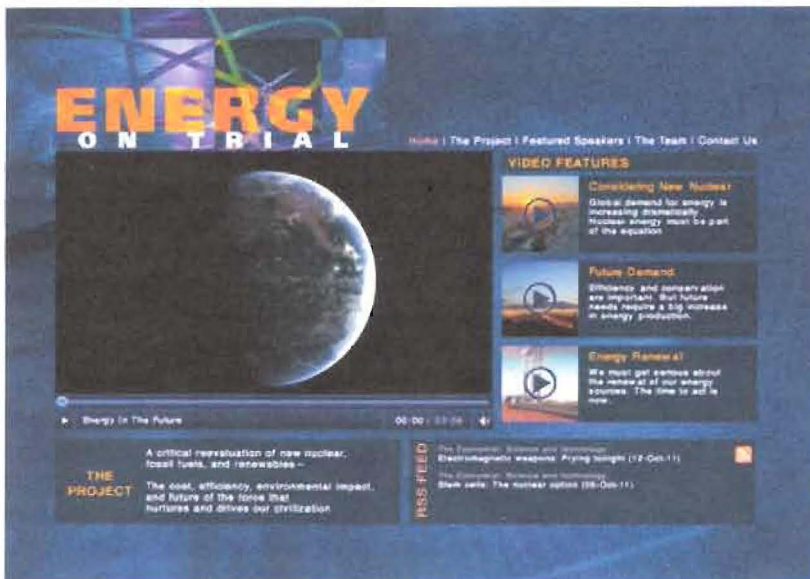
4. Project: USDA Office of Communications Initiatives 5-Display Ads – sample of family advertising

Client Reference: GREG TREESE greg.treeese@oc.usda.gov
 Campaign Project Manager
 Creative Media and Broadcast Center , South Building, Room 0091
 Office of Communications, United States Department of Agriculture
 1400 Independence Ave, SW, Washington, DC 20250-1380
 Phone #: 202-720-6276

5. Project: BPIA - total campaign - Logo Design, Stationery System, Website Design and Marketing Brochure Design for BPIA, Biopesticide Industry Alliance.

Client Reference: BPIA, Biopesticide Industry Alliance
 Bill Stoneman, Executive Director
 Email Address: bstoneman@biopesticideindustryalliance.org
 Website Address: <http://www.biopesticideindustryalliance.org/>
 Phone #: 608-268-7040

Item # 8: Representative Design Projects

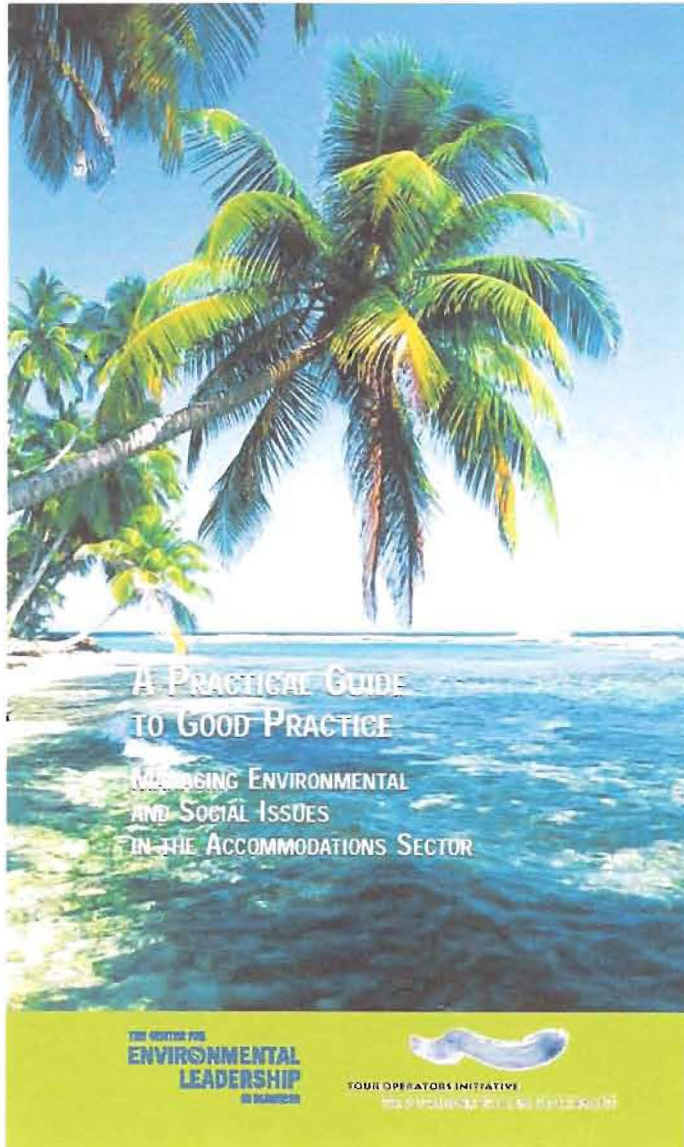


Conservation International's Center for Environmental Leadership

" A Practical Guide To Good Practice; Managing Environmental and Social Issues in the Accommodations Sector".

The Task: This handbook was designed to provide an overview of ten key environmental and social issues that are critical to the long-term success of the accommodations sector. For each issue, a brief summary is offered, the rationale for good practices and examples of what hotels around the world are doing.

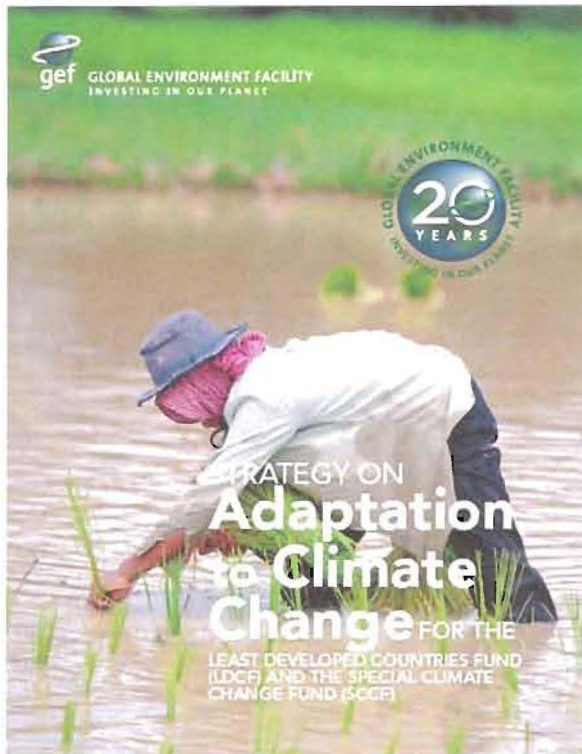
The message: Hoteliers around the world are recognizing that responsible environmental and social practices translate into benefits for business, the environment and the global community. From providing cost savings and reputation benefits to ensuring the long-term appeal of a destination to travelers, good environmental and social practices make good business sense



The PROJECT: The GEF "STRATEGY ON ADAPTION TO CLIMATE CHANGE" REPORT

The Organization: The Global Environment Facility (GEF) unites 182 member governments — in partnership with international institutions, nongovernmental organizations, and the private sector — to address global environmental issues. An independent financial organization, the GEF provides grants to developing countries and countries with economies in transition for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer and persistent organic pollutants. These projects benefit the global environment, linking local, national, and global environmental challenges and promoting sustainable livelihoods. In 2010 the total GEF Trust Fund resources allocated to 96 projects were approximately \$295 million. GEF's 2010 investments were supplemented by an additional \$2.3 billion of leveraged investments as co-financing from GEF partners, including the GEF agencies, bilateral agencies, recipient countries, NGOs, and the private sector.

THE TASK: Design The Report using GEF color palette and logos. Organize, and design the information in a readable, visual format.

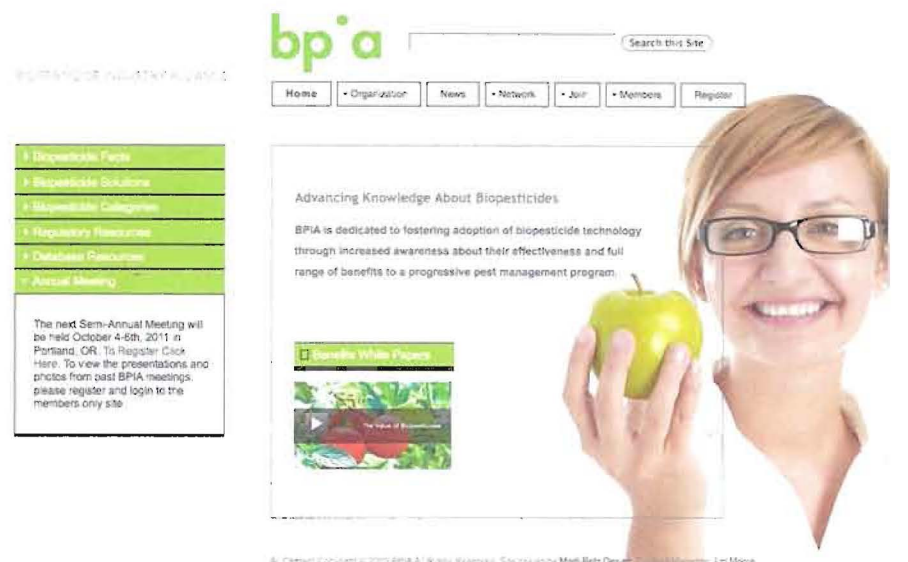


Strategy on Adaptation to Climate Change for the Least Developed Countries Fund (LDCF) and the Special Climate Change Fund (SCCF)		Contents	
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Display Ads

The Task: Create a series of 5-72' x 48' Display Ads to promote the agency's creative services to prospective and current customers. The intended look of the series is to be visually engaging and dramatic, leaving customers to ask OC, to create the same communication impact for their next initiative.

The message: Partner with us! Get powerful, strategic, innovative results, and maximum impact.



ITEM # 9: References

Florida Keys Tropical Research Ecological Exchange Institute, Inc. References

- 1. Russell Moore, Project Manager provided 10 references. (see next page)**

- 2. Dar Castillo, President**
Affiliated Design and Construction Managers, LLC
P.O. Box 5882,
Key West FL 33041
Office Phone: 305-296-6021
Background Information: Reference for Annalise Mannix regarding related work.
Letter attached.

- 3. Carol Shaughnessy, Writer – Publicist**
P.O. Box 212
Key West, FL 33041
Cell Phone:
Background Information: Public Relations Representative in Key West with
Stuart Newman Associates. Reference for Carolann Sharkey regarding similar
work. Letter attached.

Urban Planning and Design Project References

J Gary Rogers

Lauderdale Lakes CRA
4300 NW 36th Street
Lauderdale Lakes, FL
33319-5599
Tel: (954) 535-2746

jrogers@lauderdalelakes.org

Carol Westmoreland

Florida Redevelopment
Association
301 S. Bronough Street
3rd Floor Suite 300
Tallahassee, FL 32301
Tel: (800) 616-1513 x115

cwestmoreland@fdra.net

David Jackson

Bayshore/Gateway CRA
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davidjackson@bayshore.org

Michael Parker

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mparker@tallahassee.org

Shrimatee Ojah-Maharaj

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Tel: (727) 892-5180

shojah@stpete.com

Susan Goldberg

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Hollywood, FL 33020
Tel: (954) 921-3993

sgoldberg@cityofhollywood.com

Gail Hamilton

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320 East Monument Avenue
Kissimmee, FL 34741
Tel: (407) 518-2544

ghamilton@kissimmee.org

Bob Consalvo

Mayor
City of New Port Richey
5919 Main Street
New Port Richey, FL 34652

bconsalvo@cityofnewportrichey.org

Noeleen Foster

City of New Smyrna Beach
210 Sams Avenue
New Smyrna Beach, FL 32168
Tel: (386) 424-2266

Sheila Rose

City of Coconut Creek
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Coconut Creek, Florida 33063
Tel: (954) 973-6756

srose@coconutcreek.org



2409 N. Roosevelt Blvd. Suite
#4 Key West, Florida 33040



AFFILIATED

DESIGN & CONSTRUCTION MANAGERS, LLC

P.O. Box 5882, Key West FL 33040

Office Phone (305) 296-6021 Fax (305) 296-4867

darcastillo@atl.net Dar's Cell: (305) 797-1085

Florida State Contractors License CGC1515977

Florida State Qualifiers # QB45643

Birchard Ohlinger
City of Key West
PO Box 1409
Key West, FL 33040

07/08/11

Dear Mr. Ohlinger,

Please accept my letter of reference for Annalise Mannix Engineering and Consulting, LLC. Affiliated Design & Construction Managers, LLC has had the opportunity to work with Annalise on a number of projects over the past 6 years ranging from small projects to extensive rehabilitations and restorations. I have always found Annalise and her staff to be efficient, detail oriented, timely and reliable.

I would recommend Annalise without reservation. Should you require any additional information please do not hesitate to call.

With Kindest Regards,

Dar Castillo
President
Affiliated Design & Construction Managers, LLC

Carol Shaughnessy
Writer • Publicist
P.O. Box 212
Key West, FL 33041

July 9, 2011

To Whom it May Concern,

I have worked with and observed Carolann Sharkey as she brought the Key West Tropical Forest & Botanical Garden to a new level of prominence, and have a deep respect for her professional abilities.

Carolann demonstrates dedication, perseverance and flexibility in her professional dealings — as well as the ability to listen and adapt her strategies, quickly and cheerfully, based on changing conditions.

She has a well-developed marketing talent and makes solid connections to benefit her clients. I believe she will succeed at whatever task she determines to undertake.

All the best,
Carol Shaughnessy

ITEM # 10: Proposal Cost Breakdown

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

\$40,000

2. Outreach Program (start/commencement)
 - a. Website development and launch:

\$15,000

Total Cost:

55,000

**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. RFP#011-11 for CITY OF KEY WEST CLIMATE ACTION PLAN: MARKETING + ADVERTISING

2. This sworn statement is submitted by FLORIDA KEYS TROPICAL RESEARCH ECOLOGICAL EXCHANGE
(Name of entity submitting sworn statement) INSTITUTE
whose business address is 3409 NORTH ROOSEVELT BLVD, SUITE 4,
KEY WEST, FL 33040 and (if applicable) its Federal
Employer Identification Number (FEIN) is 26-4738711 (If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.)

3. My name is RICHARD KEEFE and my relationship to
(Please print name of individual signing)
the entity named above is EXECUTIVE DIRECTOR

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 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 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.)

Richard Keefe
(Signature) July 11, 2011
(Date)

STATE OF FLORIDA

COUNTY OF BROWARD

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

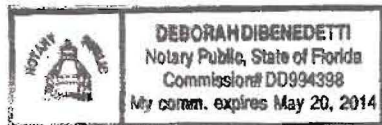
Richard Keefe who, after first being sworn by me, affixed his/her signature in the
(Name of individual signing)

space provided above on this 11 day of July, 2011.

My commission expires:

May 20, 2014

Deborah D. Benedetti
NOTARY PUBLIC



ANTI-KICKBACK AFFIDAVIT

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

STATE OF FLORIDA) *CIN# 26-4738711*
) : SS *Florida Keys Tropical Research*
COUNTY OF MONROE) *Biological Exchange Institute, Inc.*

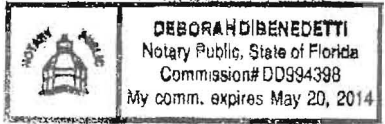
I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein proposal will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: *Richard Kufe*

Sworn and subscribed before me this
11 day of June, 2011.

Deborah D. Benedetti

NOTARY PUBLIC, State of Florida at Large



My Commission Expires: May 20, 2014