

The City of Boynton Beach



Utilities Department
124 E. Woolbright Road
Boynton Beach, Florida 33435
Phone (561) 742-6400
FAX: (561) 742-6298

OFFICE OF THE DIRECTOR OF UTILITIES

QUOTATIONS

ITEMS REQUESTED:

Public relations/marketing services

VENDOR #1: Merchant Strategies

DATE: 6/7/2019

CONTACT PERSON: Sharon Merchant

PHONE NUMBER: 561-315-9110

QUOTE: \$32,800.00

VENDOR#2: 2 Ton

DATE: 06/07/2019

CONTACT PERSON: Ryan Bolston

PHONE NUMBER: 561-440-4046

QUOTE: \$40,000

VENDOR #3: Finn Partners

DATE: 06/07/2019

CONTACT PERSON: Beth Davis

PHONE NUMBER: 954-368-9817

QUOTE: \$262,602

ATTACH THE ABOVE QUOTATIONS TO REQUISITION AND SEND TO
PURCHASING DEPT.



MERCHANT STRATEGY

LETTER OF AGREEMENT

With City of Boynton Beach

This letter of agreement is intended to set forth our understanding as to the nature, scope and terms of professional consulting services. The Merchant Strategy, Inc., (hereinafter referred to as the "FIRM"), has agreed to provide to The City of Boynton Beach (hereinafter referred to as "CLIENT"), the amount of services for said fees, and the manner in which those fees and related expenses will be billed.

SCOPE. For the Seacrest Phase II, the scope includes:

- Maintenance of the existing hotline Monday through Friday, 9 am to 5 pm. FIRM will follow up to ensure resolution/response and will provide monthly follow up reports.
- Maintain and provide content updates to existing Project Website, and existing Facebook and Twitter social media accounts.
- Set-up, staff, prepare collateral material, follow-up and attend sixteen (16) HOA and/or neighborhood meetings.

TERM. The term of this relationship shall be ~~sixteen~~ (16) months from date of signing. Upon sixty (60) days written notice to the other, either party may terminate this agreement. In the event of termination by CLIENT, any unpaid fees or expenses due the FIRM shall be payable through the effective date of termination.

FEES. The FIRM will provide the above referenced professional services for a fee of \$2,050.00 per month for up to 13 hours work payable to The Merchant Strategy, Inc. No expenses will be incurred without prior approval. All expenses will be paid by CLIENT. Payment for services shall be due upon receipt of invoice. In any matter relating to non-payment of this agreement, all attorney's fees and collection costs are the responsibility of the CLIENT.

CONFIDENTIALITY. The FIRM will treat any and all information, communications, or materials of CLIENT as confidential and will not disclose or divulge same unless otherwise directed or authorized by CLIENT or ordered to do so by a court of competent jurisdiction.

REPORTING. The FIRM will be available to meet or discuss the status of any activities undertaken on behalf of CLIENT.

ETHICAL & LEGAL CONSIDERATIONS. The FIRM agrees to comply with all applicable local, state and federal laws, rules and regulations in its representation of CLIENT under this agreement, including applicable lobbyist compensation reporting requirements under Florida law.

Sharon J. Merchant
President
The Merchant Strategy, Inc.

Date

Colin Groff
Assistant City Manager
City of Boynton Beach

Date



Communications Proposal

Agency

2TON | A Creative Agency
(561) 440-4046 | 2TON.com

Your 2TON contact

Ryan Boylston, CEO & Founder
Ryan@2TON.com | (561) 440-4046

Locations

2TON: Delray Beach
135 E Atlantic Avenue
Delray Beach, FL 33444

2TON: West Palm Beach
1250 Elizabeth Ave Suite 3
West Palm Beach, FL 33401

Delivered
May 29, 2019

Document ID
AAA1000





Hi Howard,

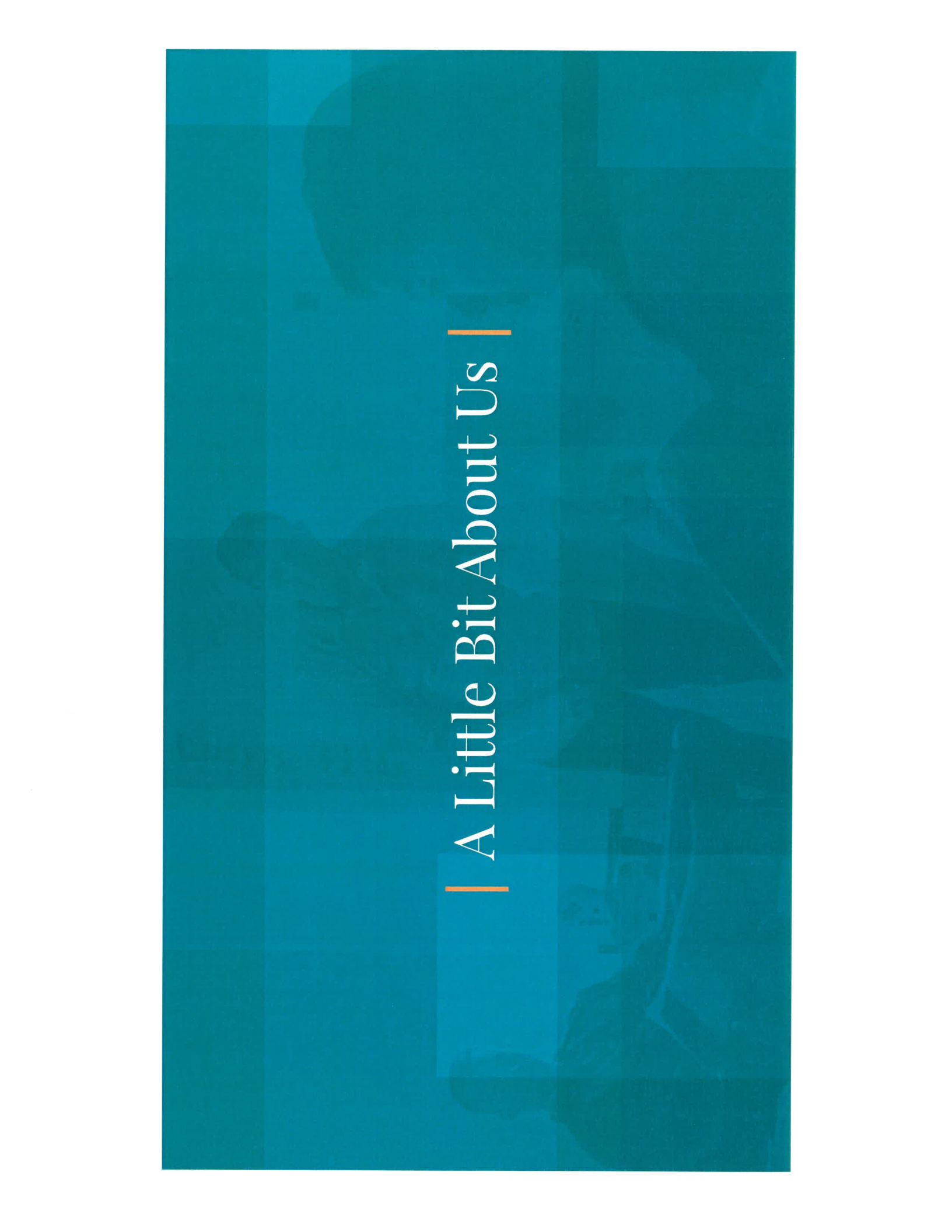
I'm writing first and foremost to express how grateful we are for the opportunity to propose a partnership between our organizations.

At 2TON, you'll find a group of people with deep experience directly relevant to this project. We have the expertise, experience, passion, and creativity required to develop an effective and valuable solution for the City of Boynton Beach. What's more, we are genuinely passionate about helping our partners to grow and scale in the digital world.

Should you select 2TON for this engagement, you will receive the very best we have to offer as both people and professionals.

Ryan

Ryan Boylston
2TON CEO & Founder

The background is a solid teal color. Overlaid on this are faint, semi-transparent silhouettes of several people. In the upper left, there's a silhouette of a person's head and shoulders. In the center, there's a larger silhouette of a person's head and shoulders. In the lower right, there's a silhouette of a person sitting at a desk, possibly working on a laptop. The text is centered horizontally and vertically.

| A Little Bit About Us |



2TON

is a

creative agency.

design

marketing

strategic

digital

Overview

2TON is a full-service agency that mixes the perfect balance of creativity and technical chops. We write code and copy with equal enthusiasm and can run a video shoot as efficiently as a digital ad campaign. Our clients serve up your favorite sports, beers, coffee, music festivals, Broadway shows, art classes, burgers, and even paperclips to local, regional and national markets. So chances are, even though you hadn't heard of us until this moment, you've already interacted with our work somewhere along the way. We are writers and designers and developers. We are strategists and thinkers and doers.

We are 2TON.



Meet The Team



Ryan Boylston
CEO & Founder



Andrew Heist
Partner, Creative



Sam Nielsen
Partner, Operations



Billy LaMotte
Director of Technology



Heather Melman
Chief of Client Happiness



Jennifer Vincent
Project Manager



Stephanie Roy
Project Manager



Stephen Compton
Project Manager



Bradley Hale
Associate Creative Director



Lindsey DiGiovanni
Associate Creative Director, Copy & Content



Cecey Zhang
Art Director, Digital



Josh Bell
Full Stack Developer



Chelsea St. John
Art Director



David Thomas
Art Director



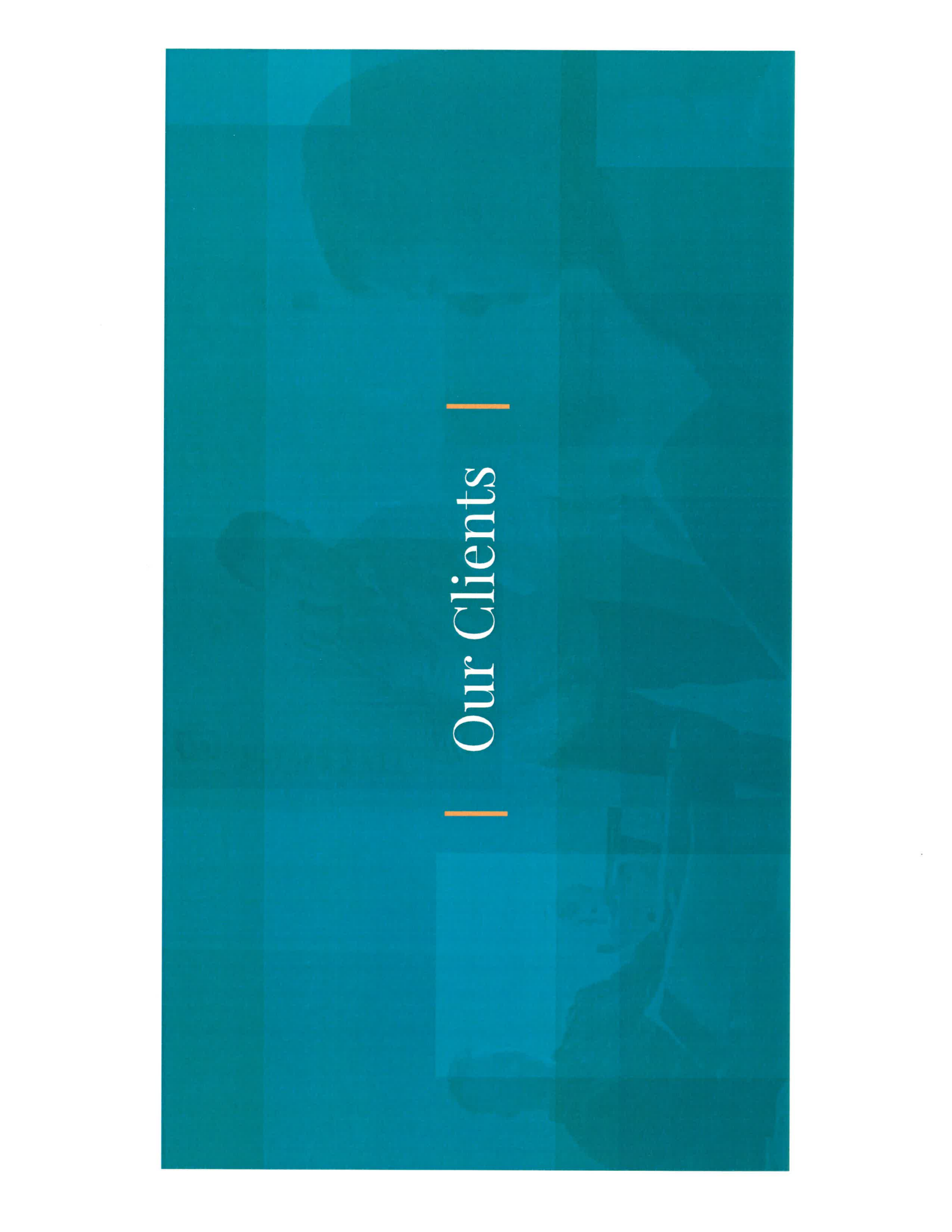
Tobias Frisch
Director of Search



Aram Tchividjian
Technology Manager



Lee Pang
DevOps Specialist



| Our Clients |

Clients





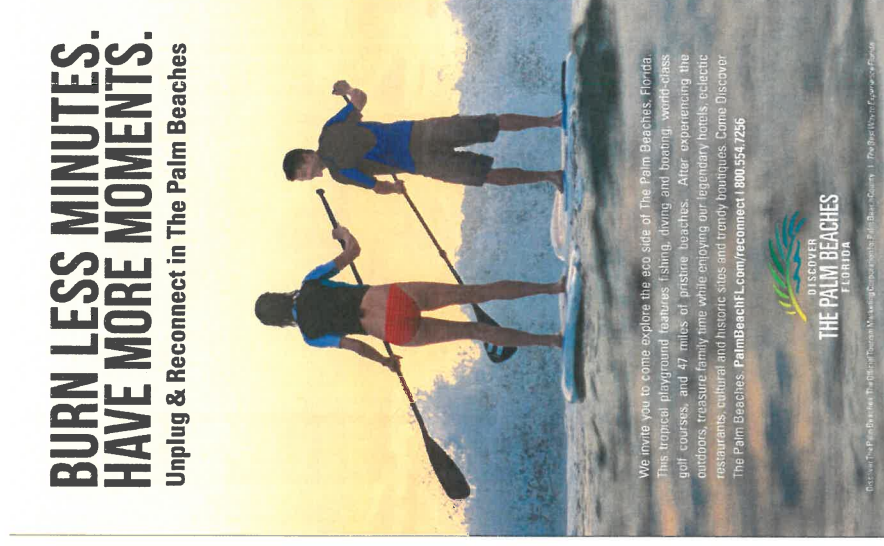
| Recent Work |

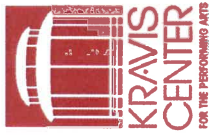


Palm Beach County was perceived by many as stale, snobbish and starched. In reality, it was anything but. As the county transitioned to its new brand, "Discover The Palm Beaches," it needed a voice, visual identity and marketing communications plan from which to tell its rich and exciting story.

Our creative team established brand standards to serve as the foundation for all marketing efforts, and then built a national campaign that positioned The Palm Beaches as an inclusive destination full of variety, diverse culture and travel options for every budget and interest.

Branding
Ad Campaigns
TV Commercials
Print Collateral
Digital Marketing





Since 1992, the Raymond F. Kravis Center for the Performing Arts has provided comprehensive arts education programs as well as a diverse schedule of celebrated artists, musicals and other stage productions. The Kravis Center approached us in 2016 to help launch a reimagined online guest experience. Our experience design teams got to work on a new website, complete with an overhauled user interface that integrated a simplified user experience with their existing booking system. Additionally, we built out email marketing campaigns and print collateral to help promote the center's upcoming 25th anniversary season.

Email
Print Collateral
Website Design and Development





For more than three decades, the Armory Art Center has been a primary education hub for artists, hobbyists and students of all levels. When it was time to revisit the brand in 2017, as members of the arts community ourselves, we couldn't have been prouder to take part. Our creative team completely redesigned the brand's look and feel, beginning with a new mosaic logo, then diving into a full redesign of their course catalog and website. Following the design efforts, our film production house created a beautiful brand video, featuring captivating stories told by artists themselves.

Brand Redesign
Course Catalog Design
Website Design
Video
Photography





Why Us

Why choose us?



LOCAL KNOWLEDGE

The 2TON team spans two offices in Palm Beach County (West Palm Beach and Delray Beach), and we never outsource. When you hire us, you get us—all of us. We're proud to have been making a difference in South Florida for over a decade.



INTEGRATED APPROACH

Most of our clients are faced with multidimensional challenges, so it makes sense that the team tasked to solve them should be multidisciplinary as well. It's not a brand challenge, or an advertising challenge, or a media challenge, or an analytics challenge—it is about *all of these* challenges combined. As such, they should be approached and tackled in an integrated way.



EXPERTISE

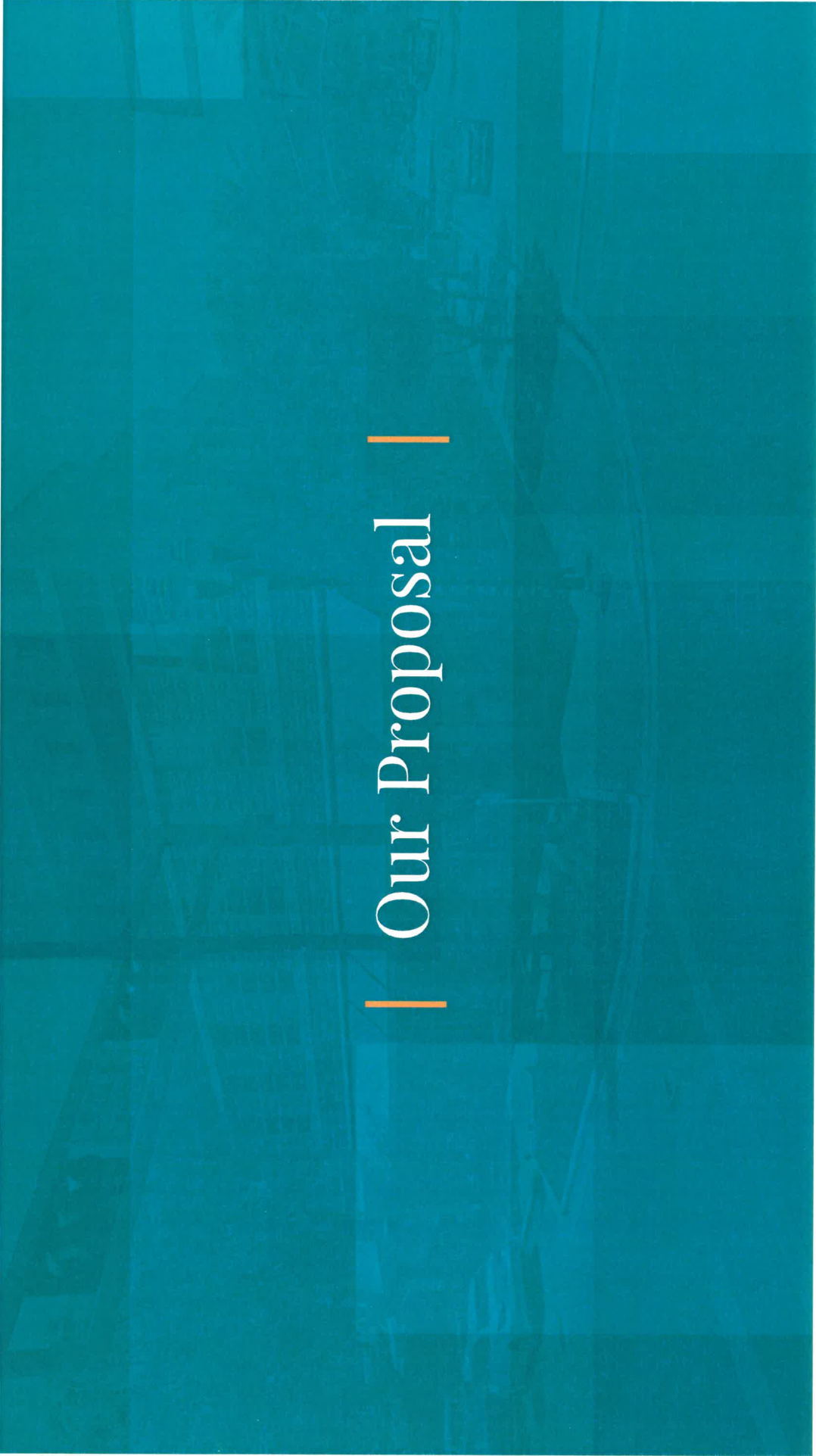
Our experience is as strong as it diverse. We have developed relationships with clients in a variety of nonprofit and business sectors, with work outputs ranging from comprehensive digital marketing strategies to nationally televised TV Spots. Our creative, digital and technology teams work diligently to deliver best-in-class work at every turn.



A PASSIONATE AND ACCOUNTABLE TEAM

Our team is passionate about the work we do and the brands we partner with. Our knowledge, culture and beliefs are deep-rooted, and we are dedicated to seeing our partners succeed, not only for the projects we collaborate with them on, but for all aspects of their business.





| Our Proposal |

Overview

2TON is thrilled to propose communication services for the City of Boynton Beach

This document is more than just a listing of services, line items, and prices, we are making a genuine commitment to you, and to a beneficial partnership in the days ahead.

The goals and milestones established by a collaboration between 2TON and the City of Boynton Beach will act as the ultimate measure of success.



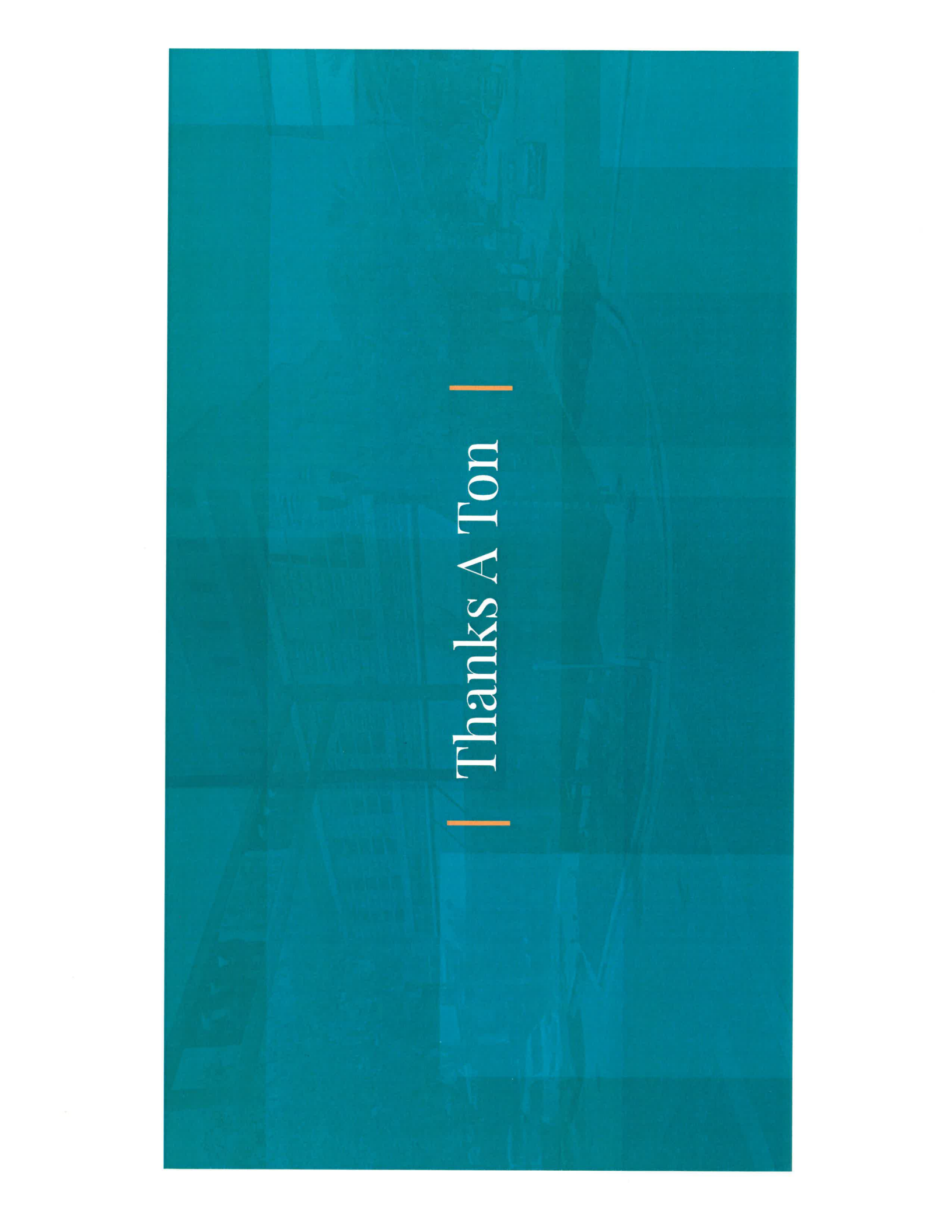
Statement of Work

Communications Management (16 months)

\$2,500

Month

- Management and execution of communication strategy for Central Seacrest Corridor Utilities Improvements - Contract 2. To include:
 - Maintain existing hotline Monday through Friday, 9 AM to 5 PM. FIRM will follow up to ensure resolution/response and will provide monthly follow up reports. FIRM will follow up to ensure resolution/response and will provide monthly follow up reports.
 - Provide a monthly follow-up report of hotline activity.
 - Maintain and provide content updates to existing project website and existing Facebook & Twitter social media accounts.
 - Set up, staff, prepare collateral material, follow up, and attend 16 HOA and/or neighborhood meetings.



Thanks A Ton

Seacrest Phase II
16-MONTH CONTRACT

ACCOUNT SERVICE⁴ - Project Progress Updates + Meeting - Creative Support + Project Management/Trafficking	\$24,000
DIGITAL DESIGN + COMMUNICATIONS⁵ Social Media - Editorial calendar - Creative guide/template - Graphics (Twitter/Facebook) — 4/month, for 6 months to accompany standard textual updates Project Website: http://www.bbcentralseacrest.com/ - Ongoing content updates - URL + hosting	\$66,152
DIRECT OUTREACH + COMMUNITY RELATIONS Hotline - Maintenance Monday through Friday, 9 am-5 pm - Follow-up to ensure resolution/response provide - Monthly follow-up reports Public Meetings (16) ⁶ - Planning, staffing - Pre-meeting: create, production and distribute meeting materials (e.g. Project Overview; Fact Sheet; Timelines) - Onsite: set up, take down (2 staffers) - Post-meeting: meeting notes	\$172,450
TOTAL	\$262,602

###

CONTACT INFORMATION:

Beth Davis
Associate Vice President
T: +1 954 368 9817
E: beth.davis@finnpartners.com

Finn Partners
110 East Broward Boulevard Suite #1950
Fort Lauderdale, FL 33301
finnpartners.com

⁴ Spanish translation is included in the estimate; if agency is required to translate materials into additional languages, an incremental expense will be required.

⁵ Estimate does not include photography for social media and/or website use.

⁶ Food/refreshments is not included in the estimate.