

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: \$34,912.50

VENDOR#2: 2 Ton

DATE: 06/07/2019

CONTACT PERSON: Ryan Bolston

PHONE NUMBER: 561-440-4046

QUOTE: \$60,000

VENDOR #3: Finn Partners

DATE: 06/07/2019

CONTACT PERSON: Beth Davis

PHONE NUMBER: 954-368-9817

QUOTE: \$385,378

**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 Lakeside Gardens Neighborhood Drainage Improvements and Water Main Replacement, the scope includes:

- Develop a public involvement plan outlining all activities and proposed schedule.
- Create a stakeholder database of all homeowners, tenants and businesses.
- Create meeting materials, distribute meeting materials, set up, take down and staff twelve (12) public meetings, and provide meeting notes for twelve (12) public meetings.
- Create, prepare and distribute door hangers with project information.
- Email City with project progress and post frequently on Facebook and Twitter.
- Set up and man a hotline for residents to call with any questions.

TERM. The term of this relationship shall be twenty four (24) 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 total fee of \$34,912.50. Fees shall be paid via a flat monthly fee. The monthly fee for the first eighteen (18) months will be \$1,662.50. The monthly fee for the last six (6) months will be \$831.25, reflecting one-half of the regular monthly fee to account for the period of time between the Design Phase and the Construction Phase. 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 Date
President
The Merchant Strategy, Inc.

Joseph Paterniti, P.E. Date
Utility Director
City of Boynton Beach



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: Palm Beach
11701 Lake Victoria Gardens Ave
Palm Beach Gardens, FL 33401

Delivered
May 30, 2019

Document ID
AAA1000





Hi Howard,

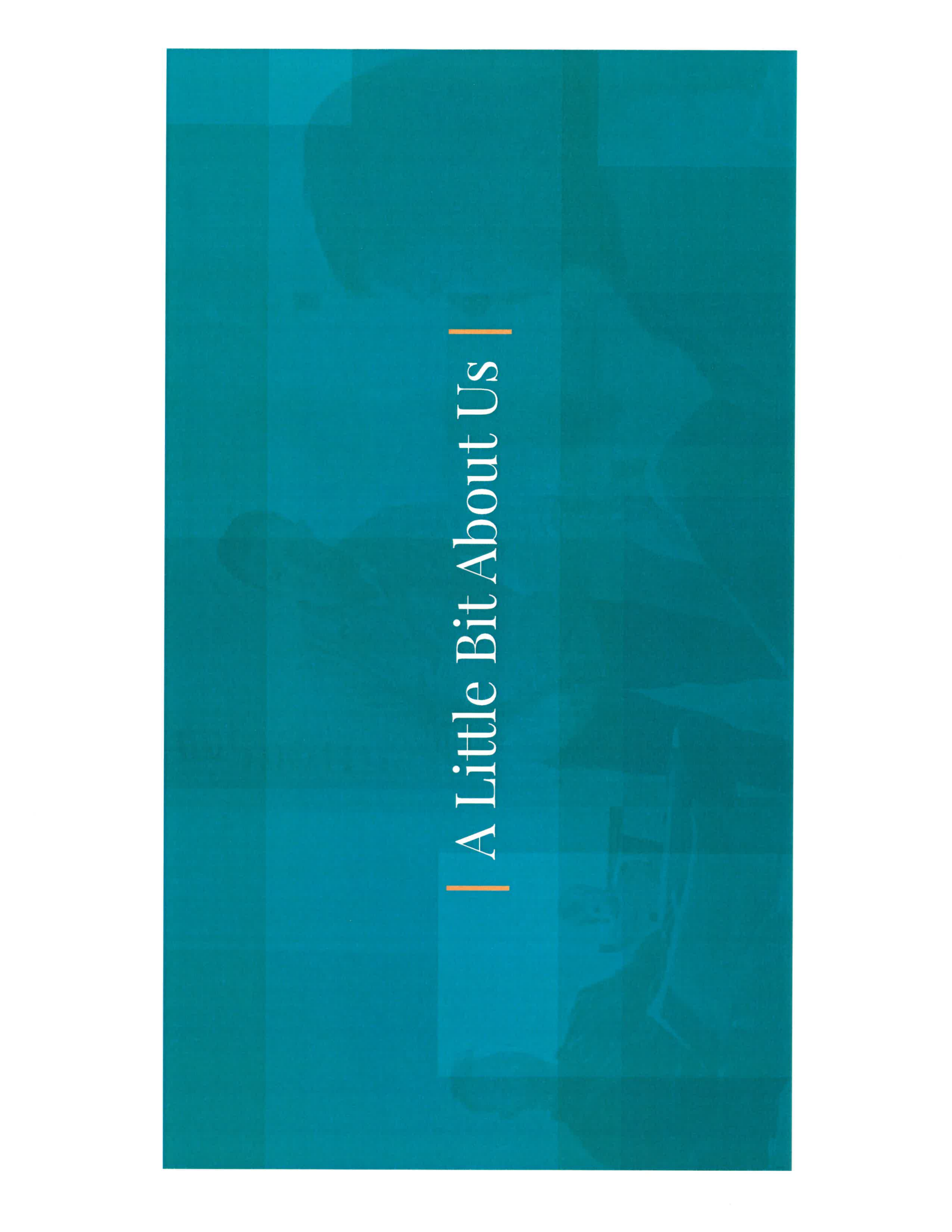
I'm writing first and foremost to express how grateful we are for the opportunity to propose a partnership between our organizations.

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 several faint, semi-transparent silhouettes of 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 standing. In the lower right, there's a silhouette of a person sitting at a desk, possibly working on a laptop or reading. The text is centered horizontally and vertically.

| A Little Bit About Us |



2TON

is a

creative

agency.

strategic

digital

design

marketing

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



Jon Berg
Creative Director



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



Ceccey Zhang
Art Director, Digital



Alexis Paige
Associate Art
Director, Digital



Austin Berry
Producer/Director
2TON Studios



Chelsea St. John
Art Director



David Thomas
Art Director



Tobias Frisch
Director of Search



Aram Tchividjian
Technology Manager



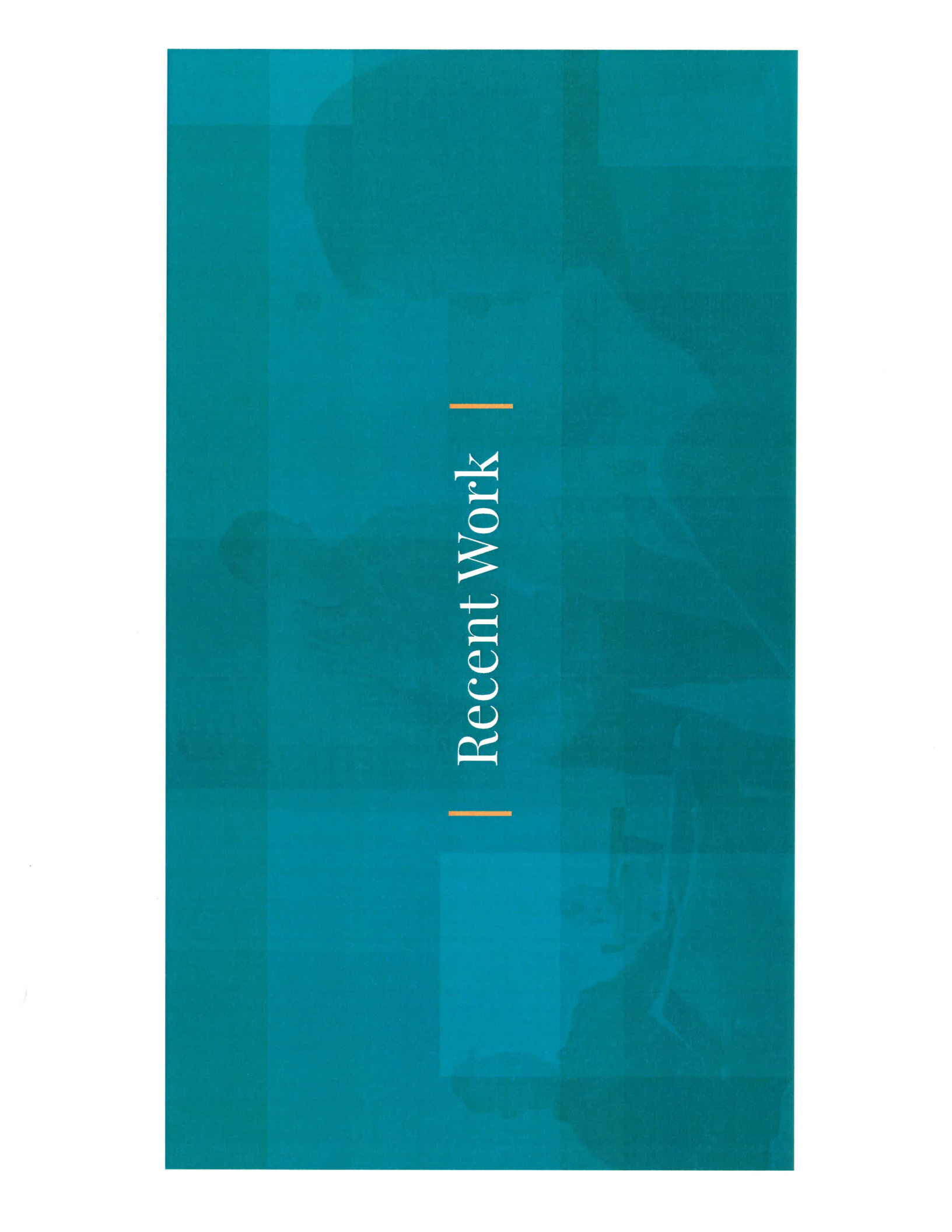
Lee Pang
DevOps Specialist



Josh Bell
Full Stack Developer

Clients





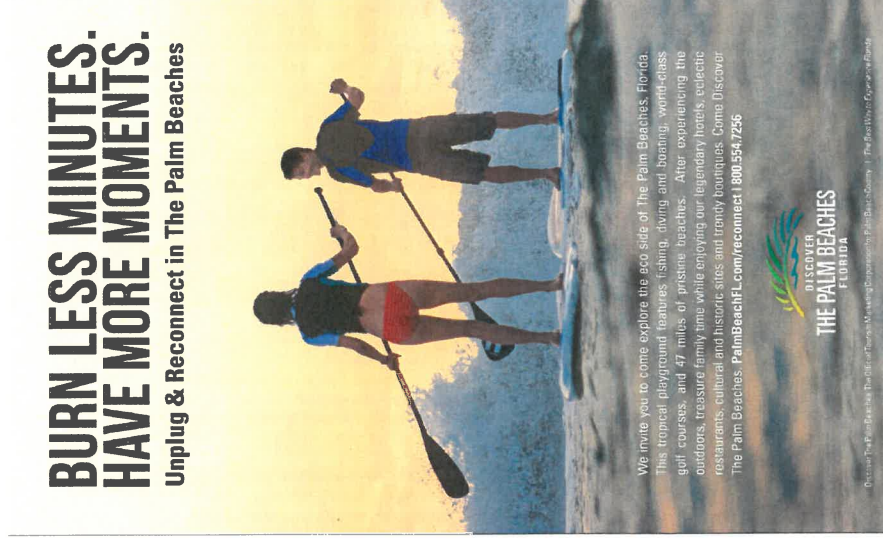
| Recent Work |



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.



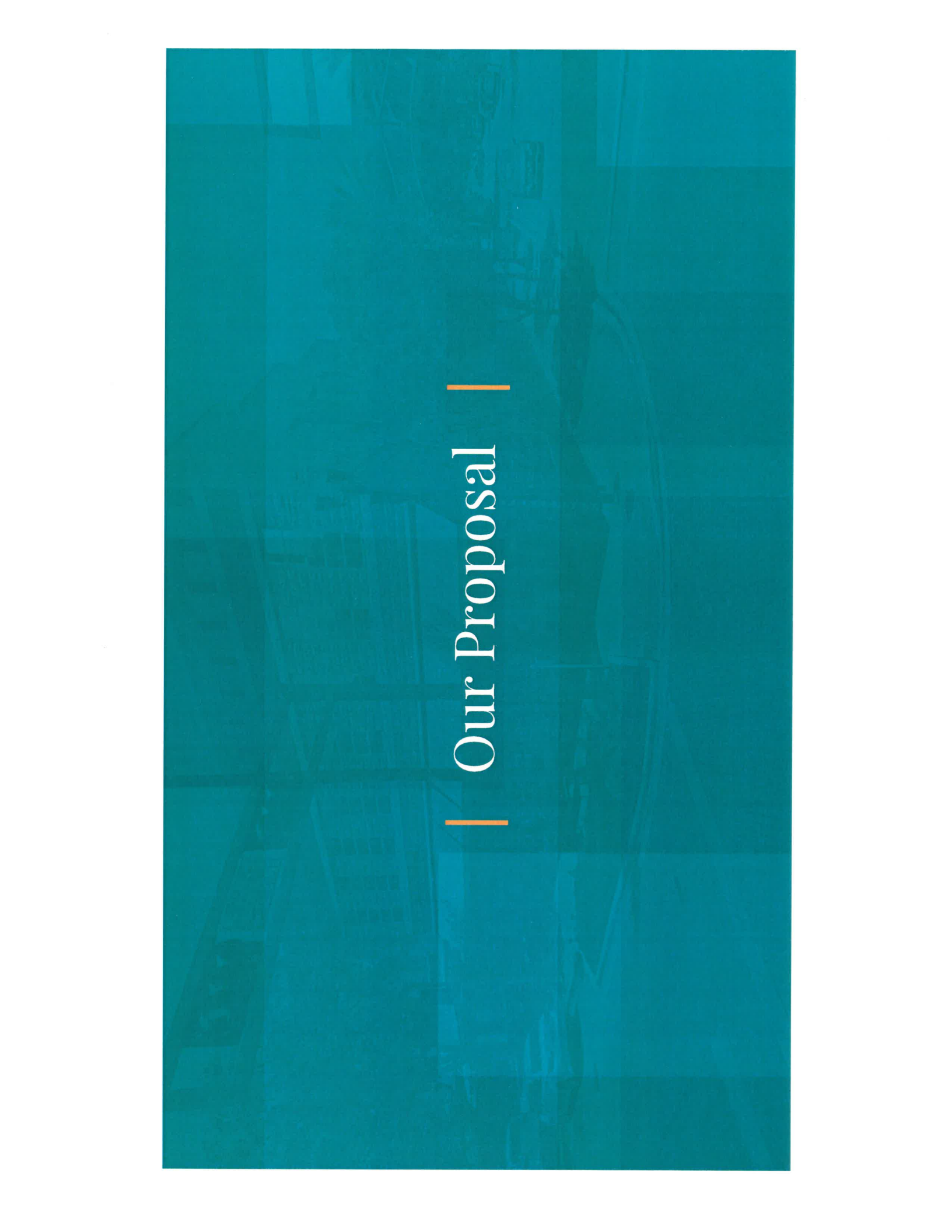
EXPERTISE

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.



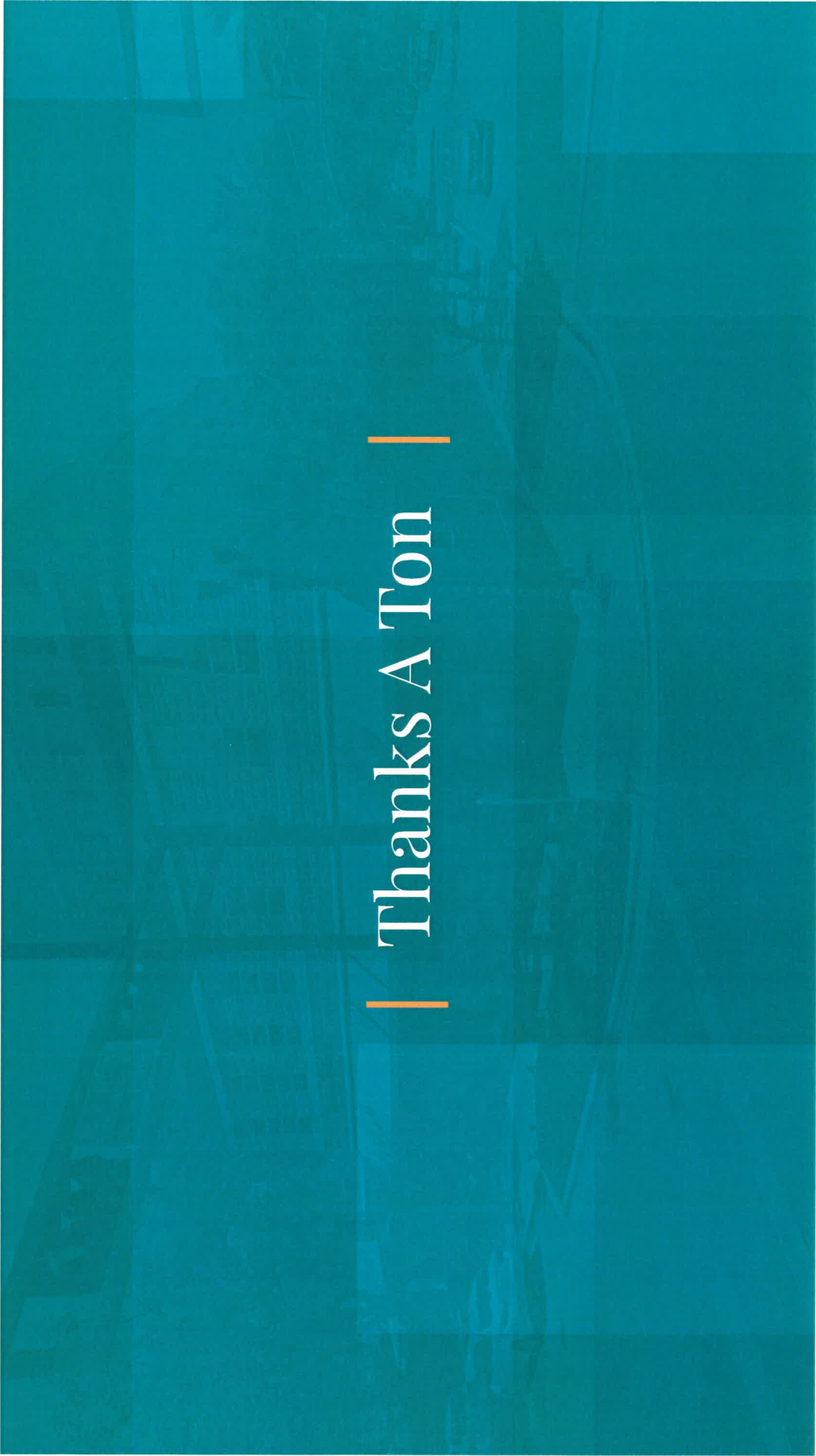
Statement of Work

Communications Management (24 months)

\$2,500

Month

- Management and execution of communication strategy for Lakeside Gardens Neighborhood Drainage Improvements and Water Main Replacement to include:
 - Develop a public involvement plan outlining all activities and proposed schedule
 - Create a stakeholder database of all homeowners, tenants, and businesses
 - Create and distribute meeting materials
 - Set up, take down, and staff 12 public meetings
 - Provide meeting notes for 12 public meetings
 - Create, prepare, and distribute door hands with project information
 - Email City with project progress
 - Post frequently on Facebook & Twitter
 - Set up and monitor a hotline for residents to call-in with any questions



| Thanks A Ton |

TO:	Howard Kerr, Boynton Beach Utilities, City of Boynton Beach
DATE:	5/29/19
SUBJECT:	Public Involvement Plan Quote Lakeside Gardens and Seacrest Phase II

The following estimates reflect two project scopes as listed below:

Lakeside Gardens Neighborhood Drainage Improvements and Water Main Replacement

- Develop a public involvement plan outlining all activities and proposed schedule.
- Create a stakeholder database of all homeowners, tenants and businesses.
- Create meeting materials, distribute meeting materials, set up, take down and staff twelve (12) public meetings, and provide meeting notes for twelve (12) public meetings.
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QUOTE ON PAGE 2

Seacrest Phase II

- 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.

QUOTE ON PAGE 3

This quote is valid for 30 days upon receipt; if accepted, a formal contract agreement/terms will be prepared.

Lakeside Gardens Neighborhood Drainage Improvements and Water Main Replacement

24-MONTH CONTRACT

PLAN + TIMELINE DEVELOPMENT - Strategy - discovery, research, interviews - To include goals, target audiences, strategies, timeline and material/execution recommendations - Finalization - submission, feedback, revisions	\$10,000
ACCOUNT SERVICE¹ - Stakeholder Database - create/track all homeowners, tenants and businesses - Project Progress Updates + Meeting - Creative Support + Project Management/Trafficking	\$51,600
DIGITAL DESIGN + COMMUNICATIONS² Social Media - Editorial calendar - Creative guide/template - Graphics (Twitter/Facebook) 4/month, for 6 months to accompany standard textual updates Project Website - Development + Create <u>Assume similar functionality, look and feel as Seacrest project website.</u> - Design and layout - Copywriting and editing (based on sitemap) - Front end and back end development - QA and revisions - Ongoing content updates - URL + hosting	\$117,228
DIRECT OUTREACH + COMMUNITY RELATIONS Door Hangers - design, production + distribution 2 design versions Hotline - Set-up (unique phone #); ongoing service - All calls to be logged - Respond by next business day Public Meetings (12)³ - 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	\$206,550
TOTAL	\$385,378

¹ Spanish translation is included in the estimate; if agency is required to translate materials into additional languages, an incremental expense will be required.

² Estimate does not include photography for social media and/or website use.

³ Food/refreshments is not included in the estimate.