

Solicitation No. RFP#2026-02

**REQUEST FOR PRICE & CAMPAIGN APPROACH: NMB
WATER STRATEGIC COMMUNICATION SERVICES (NMB
PURE)**



City of North Miami Beach

SECTION 1.0 INTRODUCTION

RFP# RFP#2026-02

REQUEST FOR PRICE & CAMPAIGN APPROACH: NMB WATER STRATEGIC COMMUNICATION SERVICES (NMB PURE)

Release Project Date:	July 16, 2026
Response Submission Deadline:	July 31, 2026, 5:00pm

RFP Contact SHEREECE GEORGE DEPUSOIR

Chief Procurement Officer

Contract Duration 00 years

Contract Renewal 00 annual renewals

Prices Good for 1 years

Pre-Proposal Conference

There will be no pre-proposal conference for this RFP.

RFP Comments

The City of North Miami Beach, Florida ("City") is requesting proposals from qualified firms for REQUEST FOR PRICE & CAMPAIGN APPROACH: NMB WATER STRATEGIC COMMUNICATION SERVICES (NMB PURE). It will be the sole responsibility of the proposer to ensure that proposal is submitted prior to the proposal opening date and time listed. PAPER PROPOSAL SUBMITTALS WILL NOT BE ACCEPTED. PROPOSALS MUST BE SUBMITTED ELECTRONICALLY VIA <https://procurement.opengov.com/portal/citynmb>.

The City of North Miami Beach reserves the right to waive any informality in any or all proposals and to reject any or all proposals . For information concerning technical specifications, please utilize the question/answer feature provided by OpenGov at <https://procurement.opengov.com/portal/citynmb/projects/283970> . Questions of a material nature must be received prior to the cut-off date specified in the solicitation. Material changes, if any, to the scope of services or bidding procedures, will only be transmitted by written addendum.

SECTION 2.0 SCOPE OF SERVICES

2.1 PROJECT OVERVIEW

The City of North Miami Beach (the “City”) hereby invites a select group of firms to participate in PHASE 2: REQUEST FOR PRICE & CAMPAIGN APPROACH: NMB WATER STRATEGIC COMMUNICATION SERVICES (NMB PURE), a comprehensive communications campaign designed to promote water quality, conservation, infrastructure investments, and the value of NMB Water's services.

This invitation is extended exclusively to firms that previously submitted a Letter of Interest (LOI) in response to the City's initial solicitation and have been determined to be qualified to advance to this next phase. *Participation in this phase is voluntary. Qualified firms are invited to submit a response based on their continued interest and capacity to provide the requested services.*

The campaign will strengthen public trust and community awareness through strategic messaging, visual storytelling, and targeted outreach that connects residents, businesses, and regional partners to the impact and future of NMB Water.

The City is seeking a strategic communications partner capable of translating complex utility initiatives into clear, engaging, and informative public communications. The selected consultant will collaborate with City staff to develop and execute an integrated campaign utilizing branding, digital media, public relations, community engagement, events, and performance analytics to effectively communicate NMB Water's mission and investments.

The City encourages innovative, results-driven approaches that align with industry best practices while advancing the goals and objectives of the NMB Pure campaign.

2.2 SCOPE OF SERVICES

The selected consultant shall provide a comprehensive communications campaign that supports the primary mission of **NMB Pure**. While firms are encouraged to recommend innovative approaches, proposals shall address each of the campaign components identified below.

Component 1 - Strategic Communications & Planning

Develop a comprehensive communications strategy that establishes a unified direction for the **NMB Pure** campaign and aligns messaging across water quality, conservation, infrastructure investments, financial transparency, and community engagement.

This component may include, but is not limited to:

- Strategic communications planning
- Campaign messaging framework
- Audience identification and segmentation
- Communications implementation strategy
- Stakeholder engagement planning
- Executive communications support
- Crisis communications planning
- Communications calendar
- Campaign management methodology

Component 2 - Branding & Creative Development

Develop a cohesive visual identity and creative strategy that communicates the value and impact of NMB Water through consistent branding and compelling storytelling.

This component may include, but is not limited to:

- Campaign branding
- Creative direction
- Graphic design
- Marketing collateral
- Educational materials
- Infographics
- Photography
- Video production
- Motion graphics
- Multilingual communications
- Print and digital creative assets

Component 3 - Digital Media & Public Relations

Develop an integrated digital communications and public relations strategy that increases public awareness and strengthens community engagement.

This component may include, but is not limited to:

- Social media strategy
- Website content
- Digital advertising
- Public relations
- Media outreach
- Press releases
- Email communications
- Content development
- Reputation management
- Public information support

Component 4 - Community Engagement & Outreach

Develop outreach initiatives that educate customers, promote conservation, encourage public participation, and strengthen relationships between NMB Water and the communities it serves.

This component may include, but is not limited to:

- Public engagement campaigns

- Educational programming
- Community workshops
- School outreach
- Conservation campaigns
- Stakeholder engagement
- Customer awareness initiatives
- Multilingual outreach
- Public education materials

Component 5 - Events, Conferences & Public Presence

Provide strategic communications support that enhances NMB Water's visibility during public events and community initiatives.

This component may include, but is not limited to:

- Event branding
- Promotional campaigns
- Conference support
- Presentation materials
- Event signage
- Photography
- Videography
- On-site communications
- Post-event marketing

Component 6 - Analytics & Performance Reporting

Develop a performance measurement framework to evaluate campaign effectiveness and support continuous improvement.

This component may include, but is not limited to:

- Campaign performance metrics
- Analytics dashboards
- Website analytics
- Social media analytics
- Media monitoring
- Community engagement metrics
- Performance reporting
- Strategic recommendations

2.3 PRICING & PROPOSAL SUBMITTAL REQUIREMENTS

Only firms shortlisted through the City's Request for Letters of Interest (RLI No. 2026-02) are eligible to submit a proposal. ***All required proposal documents and pricing information shall be submitted in their entirety. Failure to submit all required information may result in the proposal being deemed non-responsive and ineligible for further consideration by the City.*** Each proposal shall include:

A. Completed Pricing Form

Firms shall complete and submit the Pricing Form provided by the City. Pricing shall include a fixed lump-sum price for each campaign component and a total price for completion of the comprehensive **NMB Pure** communications campaign. Pricing shall include all labor, project management, meetings, travel, materials, production, subcontractors, overhead, profit, and all costs necessary to complete the proposed services unless specifically identified as optional.

B. Executive Campaign Approach (3 page maximum)

Provide an Executive Campaign Approach (maximum three (3) pages) describing the firm's strategic vision for implementing the **NMB Pure** communications campaign. The narrative should demonstrate the firm's understanding of the City's objectives and describe its overall methodology for delivering the six campaign components. The City is not requesting completed campaign concepts, graphic designs, marketing materials, or other creative deliverables as part of this solicitation.

C. Assumptions & Value-Added Services

Identify any assumptions, exclusions, optional services, or recommendations the firm believes would enhance the campaign.

Pricing and Negotiation

- Pricing shall be submitted for each Component as outlined in the Pricing Form.
- Submitted pricing will be subject to review and may form the basis for further discussions.
- The City reserves the right to negotiate pricing with one or more firms, if deemed in the City's best interest.
- Pricing submitted at this stage shall not be considered final or binding.

2.4 METHOD OF AWARD

The City intends to award a contract to the responsive and responsible firm whose proposal is determined to provide the **best overall value and be in the best interest of the City.** In making its determination, the City may consider:

- Executive Campaign Approach;
- Demonstrated understanding of the City's objectives;
- Overall proposed methodology;
- Pricing for each campaign component;
- Total proposed campaign cost; and
- Any other information determined to be in the best interest of the City.

The City reserves the right to negotiate pricing, scope, and deliverables with the selected firm prior to contract award. The City further reserves the right to:

- Accept or reject any and all responses
- Waive any informalities or irregularities in the solicitation process
- Negotiate scope, pricing, and contractual terms

- Award a contract to a single firm or multiple firms, as deemed in the best interest of the City

2.5 PERFORMANCE EXPECTATIONS

The selected consultant shall serve as the City's strategic communications partner and shall provide professional, responsive, and high-quality services throughout the duration of the project. The consultant shall:

- Deliver all services in accordance with the approved scope and schedule;
- Maintain regular communication with the City's Project Manager;
- Produce professional-quality communications and creative materials;
- Coordinate effectively with City staff and stakeholders;
- Provide progress updates and performance reporting; and
- Respond promptly to project priorities and communication needs.

2.6 OWNERSHIP OF CREATIVE ASSETS & INTELLECTUAL PROPERTY

All reports, communications plans, branding materials, creative concepts, graphic designs, photographs, videos, campaign content, marketing materials, digital assets, source files, and other work products developed specifically for the City under this Agreement shall become the exclusive property of the City of North Miami Beach upon acceptance and final payment.

Upon completion or termination of the Agreement, the consultant shall provide the City with all editable native files, source files, graphics, videos, photography, campaign documentation, data, and other materials necessary for the City to continue, modify, and maintain the campaign. The consultant may retain ownership of pre-existing proprietary tools or methodologies incorporated into the work; however, the City shall receive a perpetual, royalty-free license to use such materials as part of the final deliverables.

SECTION 3.0 PRICE PROPOSAL

PRICING FORM

Complete the pricing form in it's entirety. An incomplete pricing form will be deemed non-responsive.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Component 1 - Strategic Communications & Planning	1	Each		
2	Component 2 - Branding & Creative Development	1	Each		
3	Component 3 - Digital Media & Public Relations	1	Each		
4	Component 4 - Community Engagement & Outreach	1	Each		
5	Component 5 - Events, Conferences & Public Presence	1	Each		
6	Component 6 - Analytics & Performance Reporting	1	Each		
TOTAL					

SECTION 4.0 PROPOSER QUESTIONNAIRE

The completed Vendor Questionnaire should be submitted with the solicitation response.

If a response requires additional information, the Vendor should upload a written detailed response; each response should be numbered to match the question number. The completed questionnaire and attached responses will become part of the procurement record. It is imperative that the person completing the form be knowledgeable about the proposing Vendor's business and operations.

1 PROPOSER'S INFORMATION

1.1 Authorized Representative Name?*

*Response required

1.2 Authorized Representative Title?*

*Response required

1.3 Authorized Representative Phone #?*

*Response required

1.4 Authorized Representative Email?*

*Response required

1.5 Please enter your FEIN or SSN:*

Federal Employer I.D. no. (FEIN). If the entity has no FEIN, include the Social Security Number of the individual submitting this response.

*Response required

1.6 Dun and Bradstreet No.:

1.7 Website address (if applicable):

1.8 Office location responsible for this project (if a different address from your profile):

1.9 Type of business (check appropriate box):*

- ☐ Corporation (specify the state of incorporation below)
- ☐ Sole Proprietor
- ☐ Limited Liability Company (LLC)
- ☐ Limited Partnership
- ☐ General Partnership (State and County filed in)
- ☐ Other – Specify

*Response required

1.10 Affiliated Entities of the Principal(s):*

List the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the City. Affiliated entities of the principal(s) are those entities related to the vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.

*Response required

1.11 Has your firm, its principals, officers or predecessor organization(s) been debarred or suspended by any government entity within the last three years?*

- ☐ Yes
- ☐ No

*Response required

When equals "Yes"

1.11.1 If yes, specify details in a written response.*

*Response required

1.12 Has your firm, its principals, officers or predecessor organization(s) ever been debarred or suspended by any government entity?*

- ☐ Yes
☐ No

*Response required

When equals "Yes"

1.12.1 If yes, specify details in a written response, including the reinstatement date, if granted. *

*Response required

1.13 How many years has your firm been in business while providing the services and/or products offered within this solicitation? *

*Response required

1.14 Is your firm's business regularly engaged in and routinely selling the product(s) or services offered within this solicitation? *

- ☐ Yes
☐ No

*Response required

1.15 Has your firm ever failed to complete any services and/or delivery of products during the last three (3) years?*

- ☐ Yes
☐ No

*Response required

When equals "Yes"

1.15.1 If yes, specify details in a written response. *

*Response required

1.16 Is your firm or any of its principals or officers currently principals or officers of another organization?*

- ☐ Yes
☐ No

*Response required

When equals "Yes"

1.16.1 If yes, specify details in a written response. *

*Response required

1.17 Have any voluntary or involuntary bankruptcy petitions been filed by or against your firm, its parent or subsidiaries or predecessor organizations during the last three years?*

- ☐ Yes
☐ No

*Response required

When equals "Yes"

1.17.1 If yes, specify details in a written response. *

*Response required

1.18 If requested, will your firm extend the same price, terms and conditions to other governmental entities during the period covered by this contract?*

- ☐ Yes

☐ No

*Response required

1.19 Indicate registration, license numbers or certificate numbers for the businesses or professions, which are the subject of this solicitation. Please attach certificate of competency and/or State registration.

1.20 Please upload a current Certificate of Liability Insurance*

*Response required

1.21 Disclosure of Conflict of Interest *

VENDOR SHALL DISCLOSE BELOW, TO THE BEST OF HIS OR HER KNOWLEDGE, ANY CITY OF NORTH MIAMI BEACH OFFICER OR EMPLOYEE, OR ANY RELATIVE OF ANY SUCH OFFICER OR EMPLOYEE AS DEFINED IN SECTION 112.3135, *FLORIDA STATUTES*, WHO IS AN OFFICER, PARTNER, DIRECTOR OR PROPRIETOR OF, OR HAS A MATERIAL INTEREST IN THE VENDOR'S BUSINESS OR ITS PARENT COMPANY, ANY SUBSIDIARY, OR AFFILIATED COMPANY, WHETHER SUCH CITY OFFICIAL OR EMPLOYEE IS IN A POSITION TO INFLUENCE THIS PROCUREMENT OR NOT.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

1.22 Bidder/Proposer Certification:*

I certify that the information and responses in this submittal are true, accurate, and complete. I understand that the submittal of this form to the City's Procurement Management Department is for this public entity only. I also understand that I am required to inform the City's Procurement Management Division of any change in the information contained in this form or any attachments hereto.

☐ Please confirm

*Response required

1.23 Subcontractor Certification*

I certify that the information and responses in this submittal are true, accurate, and complete. I understand that the submittal of this form to the City's Procurement Management Division is for this public entity only. I also understand that I am required to inform the City's Procurement Management Division of any change in the information contained in this form or any attachments hereto.

NOTE: In the event that the Bidder/Proposer is using more than one subcontractor to qualify for Local Business Preference, then each eligible subcontractor must also complete and certify above of this form to be submitted by the Bidder/Respondent as part of their proposal, along with the requisite supporting documents.

☐ Please confirm

*Response required

2 PROPOSAL

2.1 Have you completed the Section 3.0 Pricing Proposal?*

☐ Yes

☐ No

*Response required

2.2 Is your proposed Executive Campaign Approach (or Strategic Campaign Narrative) included with your submittal?*

☐ Yes

☐ No

*Response required

When equals "Yes"

2.2.1 Please upload the Executive Campaign Approach (or Strategic Campaign Narrative) and any additional attachments here*

*Response required

2.3 Does your firm have Assumptions & Value-Added Services to include with your submittal?*

☐ Yes

☐ No

*Response required

When equals "Yes"

2.3.1 Please upload the firm's Assumptions & Value-Added Services*

*Response required

3 REQUIRED CONFIRMATIONS

3.1 E-VERIFY AFFIRMATION STATEMENT *

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- A. all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- B. all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E Verify System during the term of the Contract is a condition of the Contract.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

3.2 CONFIRMATION OR TYPE NAME IN TO CONFIRM REQUIRED FORMS?*

☐ Please confirm

*Response required

3.3 DRUG-FREE WORKPLACE PROGRAM*

In order to have a drug-free workplace program, a business shall:

- A. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- B. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- C. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
- D. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and

will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.

- E. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- F. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section. As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

☐ Please confirm

*Response required

3.4 SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY *

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, or candidate would be influenced thereby." "... The term 'public officer' includes any person elected or appointed to hold office in any agency, including any person serving on an advisory body."

The City of North Miami Beach policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business. Only advertising office stationery or supplies of small value are exempt from this policy - e.g. calendars, note pads, pencils.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate of terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements.
- Services provided by persons pursuant to a professional license or certificate. Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

To this list, the City of North Miami Beach has added food, meals, beverages, and candy.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

3.5 INDEMNIFICATION CLAUSE*

The Contractor shall indemnify, defend and hold harmless the City Commission, the City of North Miami Beach and their agents and employees from and against all claims, damages, losses and expenses (including attorney's fees) arising out of or resulting from the contractor's performance of the work, provided that any such claim, damage, loss or expense (1) is attributable to bodily injury, sickness, disease or death, or to injury to or damage to or destruction of property including the loss of use resulting there from, and (2) is caused in whole or in part by any breach or default by Contractor or negligent act or omission of the Contractor, any Subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

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

- A. 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 of the United States, including but not limited to, any bid 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, or material misrepresentations.
- B. 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 or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or non contendere.
- C. 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 a 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.
- D. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, and partners, shareholders, employees, members, and agents who are active in management of an entity.
- E. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Indicate which statement applies).

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

However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list (attach a copy of the final order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

3.7 ANTI-KICKBACK AFFIDAVIT *

I, the authorized representative, say that no portion of the sum herein bid will be paid to any employees of the City of North Miami Beach, 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.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

3.8 NON-COLLUSIVE AFFIDAVIT *

- a) He/she is the , (Owner, Partner, Officer, Representative or Agent) of the Bidder that has submitted the attached Bid;
- b) He/she is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid;
- c) Such Bid is genuine and is not collusive or a sham Bid;
- d) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Bidder, firm, or person to submit a collusive or sham Bid in connection with the Work for which the attached Bid has been submitted; or to refrain from proposing in connection with such work; or have in any manner, directly or indirectly, sought by person to fix the price or prices in the attached Bid or of any other Bidder, or to fix any overhead, profit, or cost elements of the Bid price or the Bid price of any other Bidder, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed work;
- e) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any other of its agents, representatives, owners, employees or parties in interest, including this affiant.

As the person authorized to submit this response, I certify that this firm will comply fully with this policy.

☐ Please confirm

*Response required

3.9 Proposal Submittal Confirmation*

I certify that this Proposal is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a Proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Proposal and certify that I am authorized to submit this Proposal.

By entering my full name, I am electronically signing and agreeing to this statement.

*Response required

RFP #2026-02 - NMB WATER STRATEGIC COMMUNICATION SERVICES (NMB PURE)								
Evaluation Criteria	ACS FIRM	CIRCLE OF ONE MARKETING	GARTH SOLUTIONS, INC.	HML PUBLIC OUTREACH	LALIAI	MARIBEL MARTINEZ CONSULTING, LLC	QUESTLINE, INC	UPSCALE EVENTS BY MOSAIC, INC. DBA THE MOSAIC GROUP
Owner/CEO	Eric Mercado (CEO) Email: Eric@ACSFirm.com Phone: (424) 218-9950	Suzan McDowell (President & Owner) Email: suzan@circleofonemarketing.com Phone: 305-490-9145	Yvonne Garth (President & CEO) Email: bd@garthsolutions.com Phone: (954) 727-3001	Heather M. Leslie (Principal) Email: Heather@hmlpublicoutreach.com Phone: 305-905-5876	Ashton Lalicon (CEO) Email: contact@laliaigroup.com Phone: (772) 521-0628	Maribel Martinez (Owner) Email: maribel@maribelmartinezconsulting.com Phone: (305) 904-2896	Bill Vuyancih (Vice President of Sales and Marketing) Email: wvuyancih@questline.com Phone: 216-548-1064	Ann Marie Sorrell (President & CEO) Email: annmarie@mosaicgroup.co Phone: 561-651-9565
1. Registered Business Address	6177 N. Lincoln Avenue #227 Chicago, IL 60659	601 NE 36th St APT 1605 Miami, FL 33137	5595 Orange Drive Suite #202 Davie, FL 33314	1255 Dove Avenue Miami Springs, FL 33166	3130 Seminole rd FORT PIERCE, FL 34951	49 Eagle Moon Lake Drive Saint Augustine, FL 32092	2429 Military Rd Suite 300 Niagara Falls, NY 14304	13499 Biscayne Blvd STE 215 North Miami, FL 33181
2: Sunbiz	81-3501285	75-3017814	02-0787274	27-2423435		87-1584592	45-4300018	20-3345305
3: Local Tax Receipt	Not Provided	Provided	Provided	Provided	Not Provided	Provided	Applied	Provided
4: Prior Experience	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5: Client References	Provided	Provided	Provided	Provided	Provided	Provided	Provided	Provided
PRICE PROPOSAL								
Component 1 - Strategic Communications & Planning	\$ 29,999.00	\$ 30,000.00	\$ 52,500.00	\$ 46,250.00	\$ 60,000.00	\$ 48,500.00	\$ 37,720.00	No Response
Component 2 - Branding & Creative Development	\$ 39,500.00	\$ 32,000.00	\$ 95,000.00	\$ 40,700.00	\$ 95,000.00	\$ 86,000.00	\$ 65,000.00	No Response
Component 3 - Digital Media & Public Relations	\$ 54,500.00	\$ 29,000.00	\$ 130,000.00	\$ 33,300.00	\$ 125,000.00	\$ 72,500.00	\$ 212,550.00	No Response
Component 4 - Community Engagement & Outreach	\$ 31,500.00	\$ 18,000.00	\$ 82,000.00	\$ 31,450.00	\$ 85,000.00	\$ 64,000.00	\$ 21,300.00	No Response
Component 5 - Events, Conferences & Public Presence	\$ 24,500.00	\$ 18,000.00	\$ 95,000.00	\$ 18,500.00	\$ 67,000.00	\$ 42,500.00	\$ 16,800.00	No Response
Component 6 - Analytics & Performance Reporting	\$ 19,000.00	\$ 21,000.00	\$ 36,000.00	\$ 14,800.00	\$ 45,000.00	\$ 34,500.00	\$ 12,480.00	No Response
Total	\$ 198,999.00	\$ 148,000.00	\$ 490,500.00	\$ 185,000.00	\$ 477,000.00	\$ 348,000.00	\$ 365,850.00	No Response
Comments								