



## **REQUEST FOR PROPOSALS FOR MARKETING SERVICES FOR THE TOWN OF LAKE PARK**

### **REQUEST FOR PROPOSALS (RFP) NO. 109-2020**

**NOTICE IS HEREBY GIVEN** that the Town of Lake Park, Florida (hereinafter referred to as the (Town)) is accepting sealed Proposals from qualified firms to provide marketing services to the Town. The Town is a diverse, artistic, waterfront community with a population of 8,605 located in sunny Palm Beach County on the east coast of Florida. The Town has a Commission/Manager form of government where the Town Manager works under the legislative direction of the Town Commission.

**This Request for Proposals (“RFP”) is for the provision of marketing and crisis communication services for the Town for the following purposes:**

- **To provide comprehensive marketing services to the Town (excluding the Town’s Community Redevelopment Agency Area) including the development of content for the Town’s social media sites, and the development and production of a monthly newsletter;**
- **To improve the perception of the Town as a safe community in which to live, work and visit;**
- **To increase awareness of the Town’s positive steps towards crime reduction;**
- **To provide the media with data that can lead to the publication of crime reduction stories in the Town;**
- **To combat a perception that the Town is unsafe; and**
- **To create a better on-line presence for the Town regarding safety**
- **To highlight development projects, focus on building better relations with businesses and residents**
- **To develop an information packet and welcome basket for new residents in Town**

#### **Submitting Proposals**

**All sealed Proposals shall be submitted with an original and three (3) copies in a sealed envelope/package to the following address:**

**Town of Lake Park  
Office of the Town Clerk, Town of Lake Park  
Lake Park Town Hall  
535 Park Avenue**

Lake Park, Florida 33403

**PROPOSAL ENVELOPES MUST BE PLAINLY MARKED ON THE OUTSIDE OF THE ENVELOPE OR PACKAGE AS “PROPOSAL FOR THE PROVISION OF MARKETING SERVICES TO THE TOWN OF LAKE PARK, RFP NO. 109-2020.”**

**Sealed Proposals must be received on or before 10:00 a.m. Eastern Time on September 29, 2020 at which time all timely submitted Proposals will be publicly opened and read via Zoom in the Commission Chamber of the Lake Park Town Hall. Proposals received after this time are not timely and shall be returned unopened. Receipt of a Proposal by any Town office, receptionist, or personnel, other than the Office of the Town Clerk shall not constitute a “submittal” as required by this solicitation. The Town Clerk’s time stamp shall be conclusive as to the timeliness of any submittal.**

**PLEASE NOTE THAT PROPOSALS WILL NOT BE ACCEPTED BY FAX OR BY EMAIL.**

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## Proposal Documents

The Town's Request for Proposal document will be available beginning on September 8, 2020. Offerors desiring copies of the RFP document for use in preparing a Proposal may obtain a set of such documents by visiting the Office of the Town Clerk by appointment only at 535 Park Avenue, Lake Park Town Hall, Lake Park, Florida, between the hours of 8:30 a.m.–5:00 p.m. Eastern Time, Monday thru Friday by calling the Office of the Town Clerk at 561-881-3311 or by emailing the Office of the Town Clerk at [townclerk@lakeparkflorida.gov](mailto:townclerk@lakeparkflorida.gov).

Any questions regarding the substance of this RFP must be submitted in writing to the Office of the Town Clerk by email no later than 5:00 p.m. Eastern Time on September 15, 2020.

Proposals shall be submitted on the form(s) provided and signed in BLUE ink by an officer and/or owner of the business possessing the required authority. Proposals must include all information requested. Any corrections made to entries on any Proposal form(s) shall be initialed where changed by the person signing the Proposal in BLUE ink. Should any information requested not be provided or if the Proposal should be received unsigned on the Proposal sheet ('PROPOSAL FORM'), such Proposal shall be considered non-responsive and subject to rejection.

All prices contained in the Proposal shall be guaranteed firm for a minimum of 90 calendar days after the submission of the Proposal. Proposals may be withdraw within 90 calendar days after the Proposal opening date.

**ALL OFFERORS ARE ADVISED THAT THE TOWN HAS NOT AUTHORIZED THE USE OF THE TOWN LOGO BY INDIVIDUALS OR ENTITIES RESPONDING TO TOWN REQUESTS FOR PROPOSAL, AND THAT ANY SUCH USE BY UNAUTHORIZED PERSONS OR ENTITIES CONSTITUTES A SECOND DEGREE MISDEMEANOR PURSUANT TO SECTION 165.043, FLORIDA STATUTES.**

All Offerors are advised that materials will not be supplied or sold by the Town to Offerors in connection with submission or preparation of Proposals, or any other matter, including but not limited to envelopes, labels or tape.

Offerors shall demonstrate a satisfactory record of performance for services provided which are similar in the magnitude and scope for the services sought herein and as documented by their Letters of Reference.

Award of the Proposal will be made by the Town Commission at a public meeting.

The Town reserves the right to accept or reject any or all Proposals (in whole or in part) with or without cause, to waive any technicalities, irregularities or formalities, or to accept the Proposal(s) which in its judgment best serves the Town.

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**Vivian Mendez, MMC, Town Clerk  
Town of Lake Park, Florida**

Published on: \_\_\_\_\_, 2020, Palm Beach Post

## OFFEROR'S CERTIFICATION

I certify that this Proposal acknowledgment is made without prior understanding, agreement or connection with any other corporation, firm or person who has submitted a Proposal, 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 sign this document as the OFFEROR. By signature on this form, OFFEROR acknowledges and accepts without limitation, pages 1 through 28 inclusive of this Request for Proposals (hereinafter referred to as "RFP") as well as any special instructions if applicable.

**CORRECT LEGAL NAME OF OFFEROR:**

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**SIGNATURE OF OFFEROR'S AUTHORIZED AGENT:**

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**TITLE:**

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**TYPED/PRINTED NAME OF AUTHORIZED AGENT:**

---

**ADDRESS:**

---

---

**PHONE NO:**

(\_\_\_\_\_)\_\_\_\_\_

# SECTION 1

## GENERAL TERMS AND CONDITIONS

### **1.1 Definitions:**

The following words, terms and phrases, when used in this division, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Amendment:* A modification, deletion or addition to an executed contract by means of a formally executed document signed by both parties.

*Certificate of insurance:* A document which shows proof of insurance, coverage, types and amounts.

*Debarment:* The exclusion, for cause, of an Offeror from bidding and/or receiving a contract to do business with the town.

*Designee:* A duly authorized representative of a person, business organization, or governmental agency.

*Minority business enterprise (certified):* A business as defined by § 288.703 (1), F.S.

*Minority person:* A person as defined by § 288.703, F.S.

*Offeror:* A business or individual responding to an Invitation to Bid, Request for Qualifications, or Request for Proposals.

*Palm Beach County Merchant:* A merchant whose primary place of business is located within the boundaries of Palm Beach County, Florida, and who has had a valid Palm Beach County Local Business Tax Receipt and has been operating its business for at least one (1) year prior to the issuance of the invitation for bids or request for proposals.

*Person:* Any business, individual, union, committee, club, or organization, or group of individuals.

*Proposal:* An executed formal document submitted by an offeror to the town stating the goods and/or service offered to satisfy the need as described in a request for proposals (RFP), request for statement of qualifications (RFQ) or a request for information (RFI).

*Public entity crime:* A violation as defined in § 287.133(1)(g), F.S.

*Purchasing agent:* The town manager, or his designee.

*Request for proposal:* A written or electronically posted solicitation for competitive sealed proposals.

*Responsible Offeror.* An Offeror who is determined to have the qualifications, integrity, reliability and capability in all respects to fully perform in accordance with the requirements of an invitation to bid, request for proposals, qualifications, or statements.

*Responsive bid, proposal, or reply.* A bid, or proposal, or reply submitted by an offeror which conforms in all material respects to the solicitation.

*Suspension:* The temporary debarment of an Offeror for up to three years.

*Veteran business enterprise*: Any business which meets the definition of § 295.187 (3), F.S. and which has been certified by the Florida Department of Management Services.

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## **SECTION 2. COMPETITIVE SEALED PROPOSAL PROCESS**

### **2.1 Proposal Submission:**

The Offeror's response to this RFP (hereinafter "Response") shall be submitted to the Town Clerk in a sealed envelope no later than the time and date at the location specified in the solicitation. Any Response received after the deadline established in the RFP, or which is submitted at a location other than at the location specified in the RFP shall be deemed unresponsive and shall be returned unopened to the Offeror. It shall be the Offeror's sole responsibility to ensure that its Response reaches the place specified in the town's RFP for receipt of responses to solicitations and by the time specified. The Town shall bear no responsibility for any failure of the U.S. Postal Service, other courier service or a Town employee to successfully deliver a Response, or for a mistake in the delivery of a Response to a location other than the location designated in the RFP.

### **2.2 Proposal Acceptance and Evaluation:**

Responses shall be accepted from all qualified Offerors except as otherwise provided herein and shall be evaluated based on the requirements set forth in the RFP.

The Town may, at any time and in its sole discretion, reject all responses to the RFP and may or may not choose to seek the same or a similar RFP in the future.

### **2.3 Proposal Opening:**

Responses shall be opened publicly in the presence of one or more witnesses at the time and place specified in the RFP. The Town Clerk or her designee shall officiate at the opening of the RFP, and shall announce and record the name of each Offeror, recite the amount of each Offeror's Response and such other information to the RFP as is appropriate.

### **2.4 Public Record:**

All responses to the RFP shall become a public record and shall be subject to public disclosure once opened.

### **2.5 Cancelling or Postponing Request for Proposals:**

The Purchasing Agent or designee may, prior to the due date of the RFP, elect to extend, cancel or postpone the date and/or time for its submission. In such situations, the Town Clerk shall issue an addendum, or a notice of cancellation, as appropriate.

### **2.6 Withdrawal of Proposals:**

An Offeror may withdraw a response to a solicitation prior to date and time designated in the RFP for their opening. If an Offeror withdraws its response after the deadline established in the RFP, the purchasing agent may suspend an Offeror from participating in any future Town solicitations for up to three years.

## **2.7 Proposal Evaluation and Award:**

Proposals may be evaluated by an evaluation committee, which shall have not less than three voting members and shall be composed as follows: the originating department director, the Town Manager and a third member.

An award shall be made to the most responsive, responsible Offeror whose proposal is determined to be the most advantageous to the Town in accordance with the evaluation criteria contained in the RFP. The evaluation of proposals shall be in accordance with the procedure established in the RFP.

Notice of the intent to award, along with a tabulation of the results of an evaluation, shall be posted by the Town Clerk on the Town's website at least five business days prior to the Commission's consideration of an award. The Town Clerk shall also provide all Offerors affected by the proposed award written notice of the intent to award by email at the same time as the notice of intent to award is posted on the town's website.

## **2.8 Evaluation Criteria:**

Proposals shall be evaluated using the criteria set forth below. The Proposals of **Offerors who have met the mandatory submittal criteria and have submitted all documentation required in the RFP shall have their Proposals ranked and evaluated.** A sample of the form that will be used in assigning points for specific criteria in the evaluation process is attached hereto as **Exhibit A** to this RFP:

- (1) **Financial, material, expertise, facility, and personnel resources, experience, knowledge and use of best practices necessary to indicate its capability to meet all contractual obligations (40 points);**
- (2) **A satisfactory record of performance on similar projects as described by the OFFEROR's in its Proposal (20 points);**
- (3) **A record of integrity that is satisfactory to the Town (20 points);**
- (4) **Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the Town (10 points);**
- (5) **A Proposal that conforms to the requirements of this RFP concerning pricing, surety, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP (10 points); and**
- (6) **Creativity and approach to messaging, targeting intended audiences (Extra 10 points).**

The Offeror shall supply the above information or documentation to the Town as part of the Proposal it submits to the Town pursuant to this RFP. **If an Offeror fails to supply such information the TOWN shall consider the Proposal to be not responsive to the RFP.**

## **2.9 Cone of Silence:**

An Offeror shall not communicate with any elected or appointed Town official or employee other than a person listed in this RFP prior to the time an award has been made by the Town Commission. Any communication between the Offeror and the Town shall be submitted to Town Clerk, or the person listed in this RFP. Any violation of the Cone of Silence imposed herein shall be grounds for the disqualification of a Proposal.



## **2.10 Protested Solicitations and Awards:**

The right of an Offeror to protest a pending award of a contract shall do so pursuant to the Town's policy on Protested Solicitations and Awards which is set forth at Section 2-251 of the Town's purchasing Ordinance.

## **2.11 Required Submittals:**

**The Offeror shall submit:**

- (1) A detailed Scope of Services setting forth its specifications for the provision of marketing services to the Town.
- (2) The Proposal form contained in this RFP. Failure to do so may cause the Proposal to be rejected. The forms must be submitted in good order and all blanks must be completed.
- (3) The signature of the officer or owner of the OFFEROR.
- (4) Proposals submitted by a corporation shall be submitted in the full legal name of the OFFEROR and executed in the corporate name by the president or an authorized corporate officer accompanied by a corporate resolution or other evidence that the officer has the authority to sign the Proposal. The corporate address and state of incorporation must be shown below the signature.
- (5) Proposals by partnerships must be executed by the General Partner of the partnership. The official address of the partnership shall be shown below the signature.
- (6) Copies of OFFEROR's State of Florida Licenses and Certificate of Incorporation, or if a foreign corporation a copy of documentation showing registration as a foreign corporation authorized to do business in the State of Florida must be included in the Proposal document.
- (7) A Statement of Qualifications, to include copies of current resume of all business principals as well as management and supervisory staff of the OFFEROR, copies of all current professional and business licenses, current certifications of insurance coverage, three (3) letters of professional references, and a list and description of similar projects that were satisfactorily completed by OFFEROR within the past five (5) years (for each project list the name and telephone of a representative for whom the project was undertaken and who can verify OFFEROR's performance). OFFEROR shall also provide any other information deemed pertinent by the OFFEROR relating to its particular qualifications to perform the proposed services or work. OFFEROR shall also show its capability to meet the time and budget requirements of the TOWN taking into consideration and including the current and projected workload of the OFFEROR.
- (8) Organizational charts, to include a staffing plan which identifies key personnel who will be providing services to the Town, including the length of tenure of such personnel with the OFFEROR must be included in the Proposal document.

- (9) A statement regarding recent, current and anticipated future workload of the OFFEROR, including an assessment of the effect of same upon the provision of the service or the completion of the project work must be included.
- (10) The physical address of OFFEROR's principal business office and any and all satellite offices must be included.

### **2.12 Required Documentation:**

**The Offeror shall include the following in its Proposal submittal:**

- (a) OFFEROR's Certification
  - Certificate(s) of Insurance showing general liability and worker's compensation coverage
- (b) Proposal Form
  - Signed
  - Certified corporate resolution or other duly executed document evidencing authority to sign on behalf of the OFFEROR.
- (c) References
- (d) Drug Free Workplace Certification
- (e) Anti-kickback Affidavit
- (f) Non-Collusive Affidavit
- (g) Certification of Non-Segregated Facilities, if required by the Special Conditions
- (h) Sworn Statement on Public Entity Crimes
- (i) Experience Form(s)
- (j) Proof of Financial Stability:
  - A completed and notarized Non-Bankruptcy Affidavit, and
  - Copies of the firm's three most recent financial statements which must include, at a minimum: (a) a balance sheet, (b) an income statement, (c) a statement of cash flow, and (d) a cover letter from the compiling accounting firm.
- (k) Civil Litigation Form
- (l) Criminal Litigation Form
- (m) Proposal security, if required by the Special Conditions

**The balance of this page intentionally left blank.**

## PROPOSAL FORM

In consideration for the performance by the Offeror of the services to be provided in response to the services solicited this RFP, the Town shall pay to the successful Offeror a monthly retainer of \_\_\_\_\_.

### INDIVIDUAL, BUSINESS ENTITY OR PARTNERSHIP

By: \_\_\_\_\_ / \_\_\_\_\_  
(Signature) (Print name)

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
(both with area codes)

E-mail Address of Signatory: \_\_\_\_\_

Company Website: \_\_\_\_\_

DUNS Number: \_\_\_\_\_

Social Security Number (OR) Federal Identification Number (FEIN): \_\_\_\_\_

### CORPORATION

By: \_\_\_\_\_ / \_\_\_\_\_  
(Signature) (Print name)

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_ (both  
with area codes)

E-mail Address of Signatory: \_\_\_\_\_

Company Website: \_\_\_\_\_

DUNS Number: \_\_\_\_\_

Federal Identification Number (FEIN): \_\_\_\_\_

State Under Which Corporation Was Chartered: \_\_\_\_\_  
(If a foreign corporation, the date the corporation was authorize to do business in the State of  
Florida) \_\_\_\_\_.

Corporate President: \_\_\_\_\_  
(Print Name)

Corporate Secretary: \_\_\_\_\_  
(Print Name)

Corporate Treasurer: \_\_\_\_\_  
(Print Name)

**CORPORATE SEAL**

**Attest By:** \_\_\_\_\_  
**Secretary**

The following individuals are the designated contacts assigned to the Town:

**VENDOR SERVICE REPRESENTATIVE (REGULAR WORK HOURS):**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone : (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

**VENDOR SERVICE REPRESENTATIVE (AFTER WORK HOURS, WEEKEND &  
HOLIDAYS):**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone : (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

## REFERENCES

As specified in the Standard Terms and Conditions of this RFP, OFFERORS shall present the details of a minimum of three references of work performed that is similar to the services outlined in this RFP. (Additional references may be submitted on a separate sheet)

COMPANY NAME AND CONTACT NAME	ADDRESS CITY, STATE, ZIP PHONE & FAX NUMBER
1.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
2.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
3.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:
4.	
	Date(s) Service Provided _____ to _____
	PHONE:
	FAX:

## **DRUG FREE WORKPLACE**

OFFERORS must present documentation that they have a Drug Free Workplace Program in place, and shall:

1. 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.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a 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.
3. Give each employee engaged in providing the commodities or contractual services that are under this RFP a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under this RFP, the employee shall 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.
5. 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.
6. 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.

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OFFEROR's Signature

# ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA  
COUNTY OF PALM BEACH

BEFORE ME, the undersigned authority, personally appeared \_\_\_\_\_  
\_\_\_\_\_, who, after being by me first duly sworn, deposes and says:

(1) I am \_\_\_\_\_ of \_\_\_\_\_, the OFFEROR that  
has submitted a Proposal to perform work for the following project:

RFP #: \_\_\_\_\_ RFP Name: \_\_\_\_\_

(2) I, the undersigned, hereby depose and state that no portion of the sum Proposal in  
connection with the work to be performed at the property identified above will be paid to any  
employee of the Town of Lake Park or, Public Officer 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.

\_\_\_\_\_  
Signature

Subscribed and sworn to (or affirmed) before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020 by  
\_\_\_\_\_, who is personally known to me or who has produced \_\_\_\_\_  
\_\_\_\_\_ as identification.

SEAL:

Notary Signature: \_\_\_\_\_

Notary Name: \_\_\_\_\_  
Notary Public-State of Florida

My Commission #: \_\_\_\_\_

Expires on: \_\_\_\_\_

# NON-COLLUSION AFFIDAVIT

State of Florida  
County of Palm Beach

BEFORE ME, the undersigned authority, personally appeared \_\_\_\_\_, who, after being by me first duly sworn, deposes and says of his/her personal knowledge that: \_\_\_\_\_

- (1) He/she is \_\_\_\_\_ of \_\_\_\_\_, the OFFEROR that has submitted a Proposal to perform work for the following:

\_\_\_\_\_

RFP #: \_\_\_\_\_ RFP Name: \_\_\_\_\_

- (2) He/she is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;

- (3) Such Proposal is genuine and is not a collusive or sham Proposal;

- (4) Neither the said OFFEROR nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly with any other OFFEROR, firm or person to submit a collusive or sham Proposal in connection with the contract for which the attached Proposal has been submitted or to refrain from responding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other OFFEROR, firm or person to fix the price or prices in the attached Proposal or of any other OFFEROR, or to fix any overhead, profit or cost element of the price or the Proposal price of any other OFFEROR, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the Town or any person interested in the proposed contract, and;

- (5) The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the OFFEROR or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

\_\_\_\_\_  
Signature

Subscribed and sworn to (or affirmed) before me this \_\_\_\_\_ day of \_\_\_\_\_ 2020 by \_\_\_\_\_, who is personally known to me or who has produced \_\_\_\_\_ as identification.

SEAL:

Notary Signature: \_\_\_\_\_

Notary Name: \_\_\_\_\_

Notary Public-State of Florida

My Commission #: \_\_\_\_\_

Expires on: \_\_\_\_\_



# NON-BANKRUPTCY AFFIDAVIT

STATE OF \_\_\_\_\_)

COUNTY OF \_\_\_\_\_)

\_\_\_\_\_ is an officer and member of the firm of \_\_\_\_\_, being first duly sworn, deposes and states that;

1. The subsequent certification statement is a true and accurate statement as of the date shown below.
2. The affiant understands that the intentional inclusion of false, deceptive or fraudulent statements on this Non-Bankruptcy Affidavit constitutes fraud; and, that the Town of Lake Park, Florida, considers such action on the part of the affiant to constitute good cause for denial, suspension, revocation, disqualification, or rejection of affiant's participation in RFP #\_\_\_\_\_.
3. Certification Statement: This is to certify that the aforementioned firm has not filed for bankruptcy in the past seven (7) years and that no owner/officer or principal of the aforementioned firm has filed for bankruptcy personally in the past seven (7) years or has been an owner/officer or principal of a firm which has filed for bankruptcy in the past seven (7) years.

\_\_\_\_\_  
Affiant Signature

Sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by \_\_\_\_\_.  
(Name of affiant)

He/She is personally known to me or has produced \_\_\_\_\_ as identification.

\_\_\_\_\_  
Signature of Notary

\_\_\_\_\_  
Notary's Printed Name

\_\_\_\_\_  
Expiration of Notary's Commission

Affix Seal Here:

## CERTIFICATION OF NON-SEGREGATED FACILITIES

The OFFEROR certifies that he/she does not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she does not permit his/her employees to perform their services at any location, under his/her control where segregated facilities are maintained. The OFFEROR certifies further that he/she will not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she will not permit his/her employees to perform their services at any location under his/her control where segregated facilities are maintained. The OFFEROR agrees that a breach of this certification will be a violation of the Equal Opportunity clause in any contract resulting from acceptance of his Proposal. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin, because of habit, local custom, or otherwise. The OFFEROR agrees that (except where he/she has obtained identical certification from proposed subcontractors for specific time periods) he/she will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity clause, and that he/she will retain such certifications in his/her files.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

Company Name and Address:

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\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Date

SEAL:

Notary Signature: \_\_\_\_\_

Notary Name: \_\_\_\_\_  
Notary Public-State of Florida

My Commission #: \_\_\_\_\_

Expires on: \_\_\_\_\_

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

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

1. This sworn statement is submitted to **TOWN OF LAKE PARK**  
by \_\_\_\_\_  
(print individual's name and title)  
for \_\_\_\_\_  
(print name of entity submitting sworn statement)
2. Whose address is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
and (if applicable) its Federal Employer Identification Number (FEIN) is \_\_\_\_\_  
\_\_\_\_\_
3. 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, municipal corporation, or political subdivision of any other state or 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, municipal corporation, or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
4. 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 nolo contendere.
5. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a) **Florida Statutes**, means:
  - i. A predecessor or successor of a person convicted of a public entity crime; or
  - ii. 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, 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 equipment or income among persons when not for fair market value under an arm's length agreement shall be prima facie case that one person controls another person. A person knowing 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.
6. I understand that a "person" as defined in Paragraph 287.133(1)(e) **Florida Statutes**, means any natural person entity organized under the laws of any state or the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for

the provisions 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, members, and agents who are active in the management of an entity.

7. 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, or one of its officers, directors, executives, partners, shareholders, members, and 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, members, and 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, members, and 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. 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 THE PARAGRAPH 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.**

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Signature

**STATE OF FLORIDA**  
**PALM BEACH COUNTY**

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_ 2020, by \_\_\_\_\_ as \_\_\_\_\_ of \_\_\_\_\_, who is personally known to me or has produced \_\_\_\_\_ as identification.

SEAL:

Notary Signature: \_\_\_\_\_

Notary Name \_\_\_\_\_

Notary Public – State of Florida

My Commission #: \_\_\_\_\_

Expires on: \_\_\_\_\_

**The balance of this page intentionally left blank.**

## EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: \_\_\_\_\_

Address: \_\_\_\_\_

City

State

Zip Code

Please list three (3) current references directly responsible for overseeing the above contract.

Contact Employee	Job Title	Telephone Number	Fax Number
1.		(     )	(     )
2.		(     )	(     )
3.		(     )	(     )

### DATE OF CONTRACT

Contract start date \_\_\_\_/\_\_\_\_/\_\_\_\_

Contract expiration date \_\_\_\_/\_\_\_\_/\_\_\_\_

(NOT INCLUDING FUTURE EXTENSIONS)

Does the contract have a renewal or extension option?     ☐ YES ☐ NO

If yes, how long? \_\_\_\_\_

If yes, has the contract been extended or renewed?     ☐ YES ☐ NO

If yes, how many times? \_\_\_\_\_

For how long has the contract time been extended \_\_\_\_\_

Has your company ever requested a rate increase or additional compensation during the term of this contract?     ☐ YES ☐ NO

If yes, please state the reason for the request and if the increase was granted?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Starting Contract Amount \_\_\_\_\_

Final Contract Amount \_\_\_\_\_

## **Financial Stability**

OFFEROR must demonstrate that it is a sustainable organization with the financial capability to service the TOWN for the term of the Agreement. To do this the OFFEROR will provide the following:

- 1) A completed and notarized Non-Bankruptcy Affidavit, and
- 2) Copies of the firm's three most recent financial statements which must include, at minimum: (a) a balance sheet, (b) an income statement, (c) a statement of each flow, and (d) a cover letter from the compiling accounting firm.

## **Civil Litigation and Criminal Convictions**

The OFFEROR shall provide a summary of all civil litigation the company has been directly or indirectly involved in for the previous 10 years to the present. This summary shall state the nature of the litigation, a brief description of the case, the outcome or projected outcome of the case, and the monetary amounts involved. Civil litigation reported under this section shall be limited to that which involves the services covered in this RFP. Litigation related to internal personnel issues, i.e. individual Workers' Compensation claims and/or employment related issues are excluded.

The OFFEROR shall provide a summary of all criminal convictions and any current indictments of the company and/or its officers for the previous 10 years through the present.

NOTE: The Pre-Qualification Committee may disqualify an OFFEROR with past convictions when those convictions relate to antitrust violations, fraud, bribery, racketeering, or other similar offenses.

The OFFERORS shall submit completed Forms C1 and C2 and provide any supporting documentation the OFFEROR believes is appropriate to clarify and support the information provided on Forms C1 and C2.

**The balance of this page intentionally left blank.**

## Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

<b>Litigants:</b>
<b>Brief Description of Case:</b>
<b>Outcome/projected outcome:</b>
<b>Amount of Claim/Monetary Award/Settlement</b>

<b>Litigants:</b>
<b>Brief Description of Case:</b>
<b>Outcome/projected outcome:</b>
<b>Amount of Claim/Monetary Award/Settlement</b>

<b>Litigants:</b>
<b>Brief Description of Case:</b>
<b>Outcome/projected outcome:</b>
<b>Amount of Claim/Monetary Award/Settlement</b>



## Criminal Litigation

Please provide a summary of any and all criminal litigation your firm has been involved with for the previous 10 years through the present. Include any and all criminal convictions and any outstanding indictments. Copy this form and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

<b>Defendant:</b>
<b>Charge(s):</b>
<b>Brief Description:</b>
<b>Outcome/Projected Outcome:</b>

<b>Defendant:</b>
<b>Charge(s):</b>
<b>Brief Description:</b>
<b>Outcome/Projected Outcome:</b>

<b>Defendant:</b>
<b>Charge(s):</b>
<b>Brief Description:</b>
<b>Outcome/Projected Outcome:</b>

# ACKNOWLEDGMENT OF ADDENDA

**INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES**

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## **PART I:**

**List below the dates of issue for each addendum received in connection with this RFP:**

Addendum #1, Dated \_\_\_\_\_

Addendum #2, Dated \_\_\_\_\_

Addendum #3, Dated \_\_\_\_\_

Addendum #4, Dated \_\_\_\_\_

Addendum #5, Dated \_\_\_\_\_

Addendum #6, Dated \_\_\_\_\_

Addendum #7, Dated \_\_\_\_\_

Addendum #8, Dated \_\_\_\_\_

Addendum #9, Dated \_\_\_\_\_

Addendum #10, Dated \_\_\_\_\_

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## **PART II:**

☐ NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS RFP

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\_\_\_\_\_  
Offeror Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (Print or Type)

\_\_\_\_\_  
Date

## EXHIBIT A

**THIS PAGE WILL BE UPDATED AND FINALIZED FOLLOWING  
FINAL REVIEW OF PROPOSAL CRITERIA**

**TOWN OF LAKE PARK**

**EVALUATION CRITERIA FOR**

**REQUEST FOR PROPOSALS NO. 109-2020**

**FOR SECURITY SERVICE CONTRACT (UNARMED)**

**FOR THE LAKE PARK HARBOR MARINA**

**Name of Offeror:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip Code:** \_\_\_\_\_

<b>Criteria</b>	<b>Points Awarded</b>
<b>(1) Financial, material, equipment, facility, and personnel resources, experience, knowledge and use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. Offeror's most recent Workers' Compensation experience rating (i.e., Mod factor) must also be submitted and will be considered  (40 points maximum)</b>	
<b>(2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN  (20 points maximum);</b>	

<b>(3) A record of integrity that is satisfactory to the TOWN</b> <b>(20 points maximum)</b>	
<b>(4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN</b> <b>(10 points maximum)</b>	
<b>(5) A Proposal that conforms to the requirements of this RFP concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFP</b> <b>(10 points maximum)</b>	
<b>Total Points Awarded</b>	
<i>Extra points awarded for creativity and approach to messaging, targeting intended audiences (10 points maximum)</i>	