

Invoice

SOUTH FLORIDA CONSULTING FIRM, INC.

790 NE 155 Street
North Miami Beach, Florida 33162

PAID
1/15/2020

Request to pay per Deputy City Mgr. A.H.S. Jr.

Date
January 7, 2020

To
NORTH MIAMI CRA
123380 NE 8 AVENUE
NORTH MIAMI, FL 33161

INVOICE #
REDGAR01/2020

DATE	Description	Total
01/07/2020	RED GARDEN COMMUNITY OUTREACH INITIATIVE	TOTAL PRICE: \$50,000
	INITIAL DEPOSIT	\$15,000
	Subtotal	\$15,000
	Sales Tax	0
	Shipping & Handling	0
	Total Initial Deposit	\$15,000

Thank you for your business!

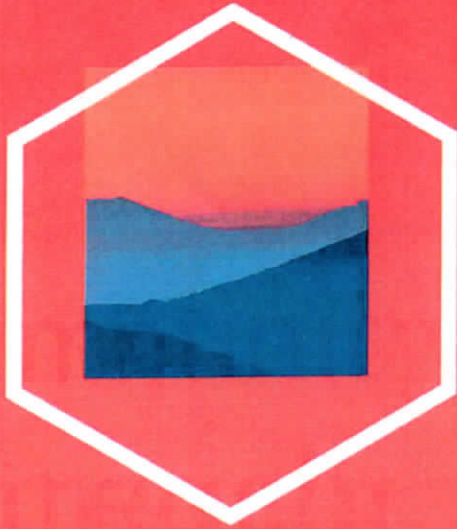
RECEIVED

JAN - 8 2019

NORTH MIAMI
COMMUNITY REDEVELOPMENT AGENCY

Nomi Yard / Red Garden Sect.

RECEIVABLES
 RECEIVED DATE 1-8-2020
 VENDOR # 00217083
 DOC# 123380
 \$15,000.00
 ACCOUNT # [REDACTED]
 SIGNED [Signature]
 These goods or services have been received, found to be satisfactory and this invoice is approved for payment



Community Outreach Project Proposal

PROPOSED BY SOUTH
FLORIDA CONSULTING FIRM

PROPOSED TO
CITY OF NORTH MIAMI RED
GARDEN PROJECT

PROJECT PROPOSAL

OUR COMPANY

OUR MISSION IS TO BUILD INTERACTIVE RELATIONSHIPS WITH KEY AUDIENCES THROUGH EDUCATION AND RAISING AWARENESS TO OUR TARGET POPULATION AS WELL AS RETRIEVAL OF INFORMATION FROM SUCH POPULATION IN ORDER TO EFFECTIVELY CONSULT OUR CLIENTS.

PROJECT PROCESS



PLAN



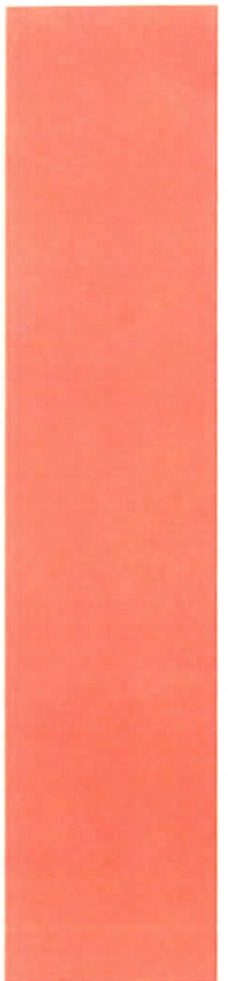
ACTIVITES



COMMUNITY
INVOLVEMENT



TIMELINE



COMMUNITY OUTREACH PROPOSAL

I. EXECUTIVE SUMMARY

South Florida Consulting Firm, Inc. is a Florida based marketing and research firm specializing in outreach. We have an administration with combined experience of over twenty (20) years in public relations from radio broadcasting disseminating information to mass campaigning of municipal events to small organization promotions. Our mission is to build interactive relationships with key audiences through education and raising awareness to our target population as well as retrieval of information from such population in order to effectively consult our clients. What sets us apart from other firms is our ability to recruit and train employee tailoring our training to cultural awareness of our target population. We equip our employees with not only knowledge but with communication skills to effectively elicit information from the population.

We are a minority owned business. Our niche is the ethnic market. We specialize in ethnic groups such as African American, Haitian, Jamaican and other Caribbean countries. We are multi-lingual.

We, at South Florida Consulting Firm, Inc., intensely train our outreach team street educators who will go door to door on certain projects to educate and engage our target population. Our main responsibility includes recruiting, training and building community confidence through our specialized training. We focus and we pride on our achieving the following on certain projects:

- To stir involvement in the community

- To strengthen ties between the residents of the community and our clients

- To provide the community with information regarding resources

- To generate interest in community activity

- To bridge the gap between the residents of the community and our clients



We offer the assistance in a variety of ways including community volunteerism, organizing workshops, training sessions, mass mailings, door to door contact, distribution of information on flyers, inter alia.

South Florida Consulting Firm, Inc. believe that our company is highly qualified to provide an education campaign for the City of North Miami regarding the Red Garden Project. We will be successful in not only educating the residents of North Miami regarding the Red Garden project, but also rallying the residents to get involved and be a part of the Red Garden experience. We want to make it known that the residents received knowledge regarding the Red Garden and were afforded the opportunity to ask questions which were quickly and appropriately answered. Our underlying goals is to reach out to the residents and businesses in the community and familiarize them with the Red Garden so that they understand that it will directly benefit them.

II. PLAN

For this project, we will implement the following strategy to surpass our expected goal.

1. Recruit and train at least twelve-fourteen individuals (1 Administrator, 2 outreach educational coordinators/supervisors, educators and 1 administrative assistant) preferably from the City of North Miami.
2. Outreach education coordinator/supervisors will dedicate 8-10 personnel which will last the duration of the project.
3. The outreach education coordinator/supervisors shall assign the street teachers to their areas.
4. Outreach education coordinator will oversee the street educators who will reach out to the residents in the same zip code of the Red Garden.

5. The outreach educational coordinators and street educators will be dressed in assigned T-shirts and will walk door to door to speak to the residents, disseminate information and answer questions of the target population.

6. The outreach street educators will complete daily feedback forms and provide the forms to the outreach educational coordinator/supervisor.

7. The outreach coordinators/supervisor will prepare a daily report regarding concerns and feedback regarding the campaign to provide to administrator who will then forward to the City of North Miami and the North Miami CRA.

8. The administrative assistant will send out mass mailings to the residents residing in the same zip code as the Red Garden which will be provided by the City of North Miami.

9. Additionally, three days prior to the grand opening, the outreach educators will re-disseminate invitations to the community. The street educator will return to his/her area and invite the resident to the grand opening.

III. COMMUNITY INVOLVEMENT

At South Florida Consulting Firm, Inc., we understand the importance of reaching out to the target population and educating them in any way possible. Therefore, we want to inform as well as educate the residents of the City of North Miami about the Red Garden. Our goal is to reach out into the community and educate as many residents that we possibly can. We want the residents to understand that they are important to the City of North Miami, and that there is a positive benefit from the Red Garden.

Our highly cultural trained street educators will knock door to door. The more who know about the Red Garden and its purpose, the more likely the residents will accept the Red Garden.



The opening of Red Garden will take place on January 25, 2020. There will be an event on that date to promote the opening of the Red Garden. Our goal is to invite as many residents to this event as possible. This can only be done through the one on one interaction with our outreach street educator.

IV. ACTIVITIES

Our educational outreach group will focus on getting the residents to engage in conversations regarding the Red Garden. The outreach street educators will be trained in order not to only educate the residents regarding the project, but to also elicit a thought provoking conversation wherein residents will express any concerns or give any feedback regarding the Red Garden.

V. TIMELINE



Our recommended timeline is as follows:

January 2-3, 2020 Recruitment of street team supervisor and street team employees

January 6-7, 2020 Training of supervisor and employees

January 8-18, 2020 Educating, conducting surveys of target populations

January 10, 2020 Provide weekly report regarding feedback from outreach campaign

January 17, 2020 Provide weekly report regarding feedback from outreach campaign

January 20-23, 2020 Flyer distribution inviting community to the grand opening.

January 24, 2020 Provide final report regarding outreach campaign

VI. CONCLUSION

In conclusion, South Florida Consulting Firm, Inc is well equipped to provide an efficient education campaign for the City of North Miami. We will deliver exceptional service. Every resident will be well informed and well advised of the Red Garden project.

SOUTH FLORIDA CONSULTING FIRM, INC.

790 NE 155th Street

North Miami Beach, Florida 331662

Telephone: (954) 348-9015 ♦ Facsimile: (888) 730-1259 ♦ Sandrac@soflconsult.org

PROJECT BUDGET FOR NORTH MIAMI COMMUNITY OUTREACH INITIATIVE

RECEIVED

JAN 10 2020

1. Staffing/Project Oversight

Supervisor

Two (2) Street team Supervisors

\$ 7,000

Staffing

Eight-ten (8-10) Street team Educators

\$22,000

Administrative Assistant

\$ 4,500

Staffing/Project Oversight Subtotal

\$33,500

2. Administration Fees

Agency Fee

\$ 6,000

Account Management

\$ 5,200

Administration Fees Subtotal

\$11,200

3. Direct Expenses

Training for Street Team Personnel

\$ 500

Flyers (Design and Production)

\$1,800

Mailing and Postage

\$2,500

Apparel for Street Team Personnel

\$ 300

Snacks, drinks for Street Team Personnel

\$ 200

Direct Expenses Subtotal

\$5,300

TOTAL PROJECT BUDGET

\$50,000

NORTH MIAMI
COMMUNITY REDEVELOPMENT AGENCY

Community **OUTREACH**



Vendor #: 0021683

Vendor name: SOUTH FLORIDA CONSULTING, FIRM, INC.

NORTH MIAMI COMMUNITY REDEVELOPMENT AGENCY, FL 33161

ACCOUNTS PAYABLE CHECK

NO. 4764

INVOICE NUMBER	DATE	P.O. NUMBER	DESCRIPTION	AMOUNT
REDGAR01/2020	01/07/2020		RED GARDEN COMMUNITY OUTREACH INITIATIVE - D	15,000.00

RECEIVED

JAN 15 2020

North Miami
Community Redevelopment Agency

*Sign Here: *[Signature]*

Print Name: Sandra Concelin

Date: 1/17/2020

Time: 2:14pm

15,000.00

PLEASE DETACH BEFORE DEPOSITING

ORIGINAL CHECK HAS A COLORED BACKGROUND PRINTED ON CHEMICAL REACTIVE PAPER - SEE BACK FOR DETAILS



NORTH MIAMI
COMMUNITY REDEVELOPMENT AGENCY
12340 NE 8 AVENUE
NORTH MIAMI, FL 33161

PAYABLE THROUGH
CITY NATIONAL BANK OF FLORIDA
NORTH MIAMI, FLORIDA 33161

63-4
660

NORTH MIAMI CRA
COMMUNITY REDEVELOPMENT AGENCY

VENDOR NUMBER	DATE	CHECK NUMBER	CHECK AMOUNT
0021683	01/15/2020	4764	15,000.00

PAY Fifteen Thousand Dollars and No Cents

TO THE ORDER OF SOUTH FLORIDA CONSULTING, FIRM, INC.
790 NE 155TH STREET
NO. MIAMI BEACH, FL 33162

[Signature]

[Signature]

Executive Director