



ORIGINAL
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Contract No.: 593-10144

Agreement to Supply: EVENT FUNDRAISER AND SPONSORSHIP ACQUISITION SERVICES

This agreement, made and entered into this the _____ day of _____, 2009, is by and between the CITY OF FORT LAUDERDALE, a Florida municipality, City Hall, 100 North Andrews Avenue, Fort Lauderdale, FL 33301, hereinafter called the "City" and name of Contractor:

Name: Jan Beth Idelman, Inc.

Address: 424 NE 13 Avenue City: Fort Lauderdale State: FL Zip: 33301

A Corporation A Partnership An Individual Other: _____

hereinafter called the "Company" or "Contractor." Witnesseth that: Whereas, the City did issue an Invitation to Bid (ITB) for supplying the requirements of the City for the items and/or service listed above for a period of **one year, with four one-year extension options**, and the Contractor submitted a proposal that was accepted and approved by the City,

Formal authorization of this contract was adopted by the City Commission on: 3/3/09, Pur-16, CAR 09-0222

Now, therefore, for and in consideration of the mutual promises and covenants herein contained, the parties covenant and agree as follows:

1. The Company agrees to provide to the City event fundraiser and sponsorship acquisition services during the period beginning 03/03/09 and ending 03/02/10 for the requirements listed above and according to the following specifications, terms, covenants and conditions:

a. The Invitation to Bid containing General Conditions, Special Conditions, Specifications, addenda, if any, and other attachments forming a part of ITB Number **593-10144** and the Contractor's proposal in response, form a part of this contract and by reference are made a part hereof.

b. In construing the rights and obligations between the parties, the order of priority in cases of conflict between the documents shall be as follows:

- 1) This contract Form G-110, Rev. 12/00
- 2) The City's ITB and all addenda thereto
- 3) Contractor's bid/proposal in response to the City's ITB

c. **Warranty:** The Company by executing this contract embodying the terms herein warrants that the product and/or service that is supplied to the City shall remain fully in accord with the specifications and be of the highest quality. In the event any product and/or service as supplied to the City is found to be defective or does not conform to specifications the City reserves the right to cancel that order upon written notice to the Contractor and to adjust billing accordingly.

d. **Cancellation:** The City may cancel this contract upon notice in writing should the Contractor fail to reasonably perform the service of furnishing the products and/or services as specified herein upon 30 days written notice. This applies to all items of goods or services.

e. **Taxes Exempt:** State Sales (85-8013875578C-1) and Federal Excise (59-600319) Taxes are normally exempt, however, certain transactions are taxable. Consult your tax practitioner for guidance where necessary.

2. **Contract Special Conditions:** The following special conditions are made a part of and modify the standard provisions contained in this contract Form G-110.

The amount payable to Contractor pursuant to the following language: "Upon execution of a contract, City shall issue a check to the awarded proposer for a non-refundable retainer fee amount not to exceed \$1,000.00." contained in Section 2.03 of Part II - Technical Specifications/Scope of Services of the ITB, is \$0.

3. Contract Summary:

a. Attachments:

Jan Beth Idelman, Inc.'s response to the ITB and a copy of the ITB document.

b. Payment Terms:

Per ITB

c. Delivery:

Per ITB

d. Insurance:

Yes No

e. Performance Bond/Letter of Credit:

Yes No

f. Procurement Specialist's Initials:

AD

4. Contractor's Phone Numbers:

Office: 954-294-3777

5. Contractor's Fax Number:

954-525-5441

6. Contractor's E-Mail Address:

jidelman@bellsouth.net

City of Fort Lauderdale

By:

Director of Procurement Services (City Manager's Designee)

Date:

Approved as to form:

Senior Assistant City Attorney

Contractor/Vendor

Name of Company Officer (please type or print)

By:

Authorized Officer's Signature

Title:

Date:

Attest:

Signature of Secretary

Secretary (please type or print)

Bid 593-10144

EVENT FUNDRAISER AND SPONSORSHIP ACQUISITION SERVICES

Bid Number **593-10144**
 Bid Title **EVENT FUNDRAISER AND SPONSORSHIP ACQUISITION SERVICES**

Bid Start Date **Dec 23, 2008 11:21:46 AM EST**
 Bid End Date **Feb 3, 2009 2:00:00 PM EST**
 Question & Answer End Date **Jan 29, 2009 2:00:00 PM EST**

Bid Contact **AnnDebra Diaz**
Procurement Specialist II
Procurement
954-828-5949
adiaz@fortlauderdale.gov

CONTRACT
COPY

Contract Duration **1 year**
 Contract Renewal **4 annual renewals**
 Prices Good for **90 days**

Bid Comments **The City of Fort Lauderdale, Florida (City) is seeking Bids from qualified firms, hereinafter referred to as the Contractor, to provide Fundraising & Sponsorship Acquisition Services for the City's Parks and Recreation Department, in accordance with the terms, conditions, and specifications contained in this Invitation To Bid (ITB).**

To be eligible to respond to this ITB, the proposing firm must demonstrate that they, or the principals assigned to the project, have successfully secured sponsors/donations of at least \$5,000.00 or more for events of similar size and scope to those specified in the Scope of Services section of this ITB for a minimum of five (5) years.

**Added on Jan 15, 2009:
 The opening date has been changed to January 27, 2009.**

**All other terms, conditions and specifications remain unchanged.
 Added on Jan 27, 2009:
 The opening date has been changed to February 3, 2009.**

All other terms, conditions and specifications remain unchanged.

Changes made on Jan 15, 2009 1:26:31 PM EST

Previous End Date	Jan 15, 2009 2:00:00 PM EST	New End Date	Jan 27, 2009 2:00:00 PM EST
Previous Q & A End Date	Jan 12, 2009 2:00:00 PM EST	New Q & A End Date	Jan 22, 2009 2:00:00 PM EST

Changes made on Jan 27, 2009 1:31:22 PM EST

Previous End Date	Jan 27, 2009 2:00:00 PM EST	New End Date	Feb 3, 2009 2:00:00 PM EST
	Jan 22, 2009 2:00:00 PM EST		Jan 29, 2009 2:00:00 PM

Previous Q & A End Date

New Q & A End Date **EST**

Item Response Form

Item **593-10144-1-01 - FUNDRAISER COMMISSION FEE**
Quantity **1 fee**
Percentage **13% (thirteen)**
Delivery Location **City of Fort Lauderdale**
No Location Specified

Qty 1

Description

Bidder shall provide a commission fee percentage to be paid by the City for all funds secured by bidder.
Maximum allowable fee City will accept is 25%.
Award will be made to the responsive and responsible bidder quoting the **LOWEST** commission percentage fee.

NARRATIVE



JAN IDELMAN CREATIVE GROUP

A Woman-Owned, Small Business Enterprise

Jan Idelman Creative Group, led by Jan Beth Idelman, is a full service public relations, marketing, advertising and promotions collective. Jan handles fundraising, sponsorship and community and government relations for satisfied clients in South Florida and around the country. She specializes in creating customized winning strategies and partnerships that surpass goals, maximize benefits and raise money and awareness.

Jan has contributed her skill set in myriad ways to the ongoing success stories told by companies like Ghirardelli Chocolate, Harley-Davidson, Hanover Company, Himmarshee Bar & Grille, Land Rover, Jaguar, Infiniti and Volvo dealerships and Dinerstein Companies.

Jan has raised the bar on fundraising for Miami's only nationally accredited landmark—Vizcaya Museum and Gardens—ringing up over \$50,000 in sponsorship dollars in today's economic climate. And she is still going strong.

Jan has been an officer and board member of Lincoln Road Marketing Inc. since 2004. Jan currently assists with events and sponsorships for Fort Lauderdale's Downtown Himmarshee Association.

Jan's contacts in media, government, business and community span South Florida and are the result of more than two-and-a-half decades of diligence and dedication.

Before opening her boutique agency in early 2005, Jan led South Florida's scene-makers to the iconic waterfront restaurant Shooters, where she headed up marketing as Director and then Vice President of the landmark chain. From its inception on Fort Lauderdale's Intracoastal Waterway to the franchising of the concept across the United States, Jan built the burgeoning brand into the household name for dock-and-dine and maintained its presence on the list of top-grossing restaurants in the country for over a decade.

Jan volunteered four consecutive years as Vice-President and then President of the Victoria Park Civic Association, the largest Homeowners' Association in Fort Lauderdale. She shepherded the historic downtown neighborhood through a maze of issues, from townhouse development to controversial store openings.

Jan served as Vice-President and Board Member to the Council of Fort Lauderdale Civic Associations and fundraiser for the Florida Neighborhoods Conference hosted by Fort Lauderdale and Broward County in 2006. She is currently the District II appointee to Fort Lauderdale's Centennial Committee.

Jan also volunteers on the 2009 Wildlife Care Center Gala Committee, the Press Committee for Broward Public Library Foundation's 2009 Literary Feast and as Marketing Chair of Share Our Strength's Broward County Taste of the Nation.

Jan's tireless fundraising efforts for non-profit and business sector clients alike, along with her substantial body of volunteer work, give her a one-of-a-kind perspective on South Florida's philanthropic and civic landscape. Her keen business sense, entrepreneurial spirit and astute ability to discover and respond to what individuals and companies seek to achieve will deliver measurable results.

Jan's innate persuasive powers and unique proficiency integrating sales, advertising, public relations, media, events and project management will showcase the City of Fort Lauderdale as the world-class destination it has become. With the economic challenges facing us, her extensive marketing background and collaborative nature will be essential tools in the successful fundraising kit, especially in the corporate sector.

Jan loves Fort Lauderdale and recognizes the boundless potential for engaging new sponsors as the City approaches its 100th year. She looks and thinks forward, and will excel in creating signature sponsorships that fund ongoing special resident-and-visitor-experiences and power up the City's positive image, well into its next century. She dreams big and, working with the City of Fort Lauderdale's Parks & Recreation Department, envisions originating exciting, innovative events that compliment their existing legendary line-up!

ADDITIONAL REQUIRED INFORMATION

- 1. Provide three references for which you have secured sponsors/donations of at least \$5,000.00.

Company Name: Vizcaya Museum and Gardens
 Address: 325 South Miami Avenue, Miami, FL 33129
 Contact Name: Melissa Schechter
 Telephone: 954-318-1740, 305-342-9722

Company Name: Downtown Himmarshee Association
 Address: 210 SW 2nd Street, Fort Lauderdale, FL 33301
 Contact Name: Dave Nicholas
 Telephone: 954-871-6776

Company Name: Wildlife Care Center
 Address: 3200 SW 4th Avenue, Fort Lauderdale, FL 33315
 Contact Name: Coleen Darni-Sotire
 Telephone: 954-232-6244

- 2. Number of years experience the proposer has had in providing similar services: 27 Years

- 3. Have you ever failed to obtain the donation goals set by your clients?

No

- 4. List appropriate licenses as issued by Broward County:

n/a

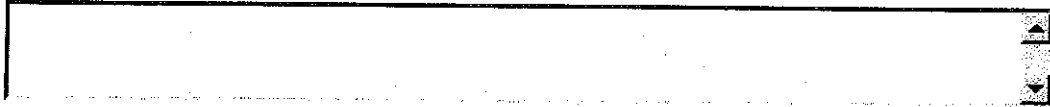
- 5. Briefly describe the number of employees and supervisors available for this contract and the firm's ability to secure subcontractors, if necessary.

Network of resources available for all necessary tasks.

- 6. Is there anything contained in the ITB specifications which is NOT included in your bid?

YES: NO:

IF YES, please explain:



The proposer understands that the information contained in these proposal pages is to be relied upon by the City in awarding the proposed contract, and such information is warranted by the proposer to be true. The proposer agrees to furnish such additional information, prior to acceptance of any proposal relating to the qualifications of the proposer, as may be required by the City.

Please review the questionnaire to make sure all questions have been answered. Attach additional sheets if necessary. Failure to answer each question could result in the disqualification of your bid.

NON-COLLUSION STATEMENT:

By signing this offer, the vendor/contractor certifies that this offer is made independently and *free* from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement. *N/A*

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. *N/A*

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor. *N/A*

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g. ownership of five (5) percent or more).

3.4. Immediate family members (spouse, parents and children) are also prohibited from contracting with the City subject to the same general rules.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

NAME

RELATIONSHIPS

In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.

BID/PROPOSAL SIGNATURE PAGE

How to submit bids/proposals: It is preferred that bids/proposals be submitted electronically at www.bidsync.com, unless otherwise stated in the bid packet. If mailing a hard copy, it will be the sole responsibility of the Bidder to ensure that the bid reaches the City of Fort Lauderdale, City Hall, Procurement Department, Suite 619, 100 N. Andrews Avenue, Fort Lauderdale, FL 33301, prior to the bid opening date and time listed. Bids/proposals submitted by fax or email will NOT be accepted.

The below signed hereby agrees to furnish the following article(s) or services at the price(s) and terms stated subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal I will accept a contract if approved by the CITY and such acceptance covers all terms, conditions, and specifications of this bid/proposal.

Please Note: If responding to this solicitation through BidSync, the electronic version of the bid response will prevail, unless a paper version is clearly marked by the bidder in some manner to indicate that it will supplant the electronic version.

Submitted by Jan Idelman (signature) (date) 2/3/09

Name (printed) Jan Idelman Title: Principal

Company: (Legal Registration) Jan Beth Idelman Inc.

CONTRACTOR, IF FOREIGN CORPORATION, MAY BE REQUIRED TO OBTAIN A CERTIFICATE OF AUTHORITY FROM THE DEPARTMENT OF STATE, IN ACCORDANCE WITH FLORIDA STATUTE §607.1501 (visit <http://www.dos.state.fl.us/doc/>).

Address: 42A NE 13th Avenue
City: Fort Lauderdale State: FL
Zip: 33301

Telephone No. 954-294-3777 FAX No. 954-525-5441

E-MAIL: jidelman@bellsouth.net

Delivery: Calendar days after receipt of Purchase Order (section 1.02 of General Conditions): net 30 after satisfactory

Payment Terms (section 1.03): delivery Total Bid Discount (section 1.04): n/a

Does your firm qualify for MBE or WBE status (section 1.08): MBE cbb WBE cbb

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

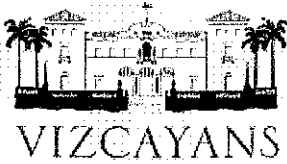
Addendum No.	Date Issued
<u>n/a</u>	

VARIANCES: State any variations to specifications, terms and conditions in the space provided below or reference in the space provided below all variances contained on other pages of bid, attachments or bid pages. No variations or exceptions by the Proposer will be deemed to be part of the bid submitted unless such variation or exception is listed and contained within the bid documents and referenced in the space provided below. If no statement is contained in the below space, it is hereby implied that your bid/proposal complies with the full scope of this solicitation. **HAVE YOU STATED ANY VARIANCES OR EXCEPTIONS BELOW? BIDDER MUST CLICK THE EXCEPTION LINK IF ANY VARIATION OR EXCEPTION IS TAKEN TO THE SPECIFICATIONS, TERMS AND CONDITIONS.**

Variances:

n/a

revised 11-12-08

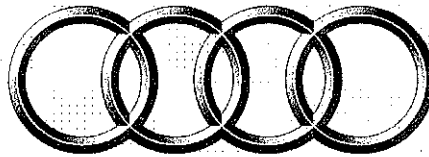


the world on a plate.

served under the stars.

when China Grill Management's Miami world-class restaurant concepts become the culinary centerpiece for Vizcayans' signature yearly event!

We Invite Prestige Imports



Audi

**to be the Presenting Sponsor
Of *Evening Under The Stars*
Thursday, April 2, 2009...7 – 11 pm**

The Vizcayans invite Prestige Imports/Audi to eat, drink and celebrate by showcasing your brand(s) in affiliation with two Miami Icons: Vizcaya Museum and Gardens and China Grill Management Restaurants: Blue Door, Blue Sea and Plat Bleu at Delano China Grill, Kobe Club and Tuscan Steak And the new Asia de Cuba at Mondrian



Prestige Imports/Audi Presents Evening Under The Stars page 2

Present your prestigious line of South Florida's foremost luxury vehicles to a targeted audience of upscale, tastemaking professionals at our 12th annual wine and food sampling fundraiser as a presenting sponsor.

About the event: 1000 attendees, well-publicized and promoted to hundreds of thousands of area food and wine enthusiasts and influencers. Food tastings featuring China Grill concepts, wine pairings, chef demos, high-end silent auction, themed entertainment, music and dancing.

About the proposed partnership: exclusive opportunity for Prestige Imports/Audi to be aligned with this world-class venue, which serves as the seat of culture and the arts for South Florida's increasingly international scene. Combine lifestyle and luxury in one highlighted marketing initiative. By supporting Evening Under the Stars, Prestige Imports/Audi takes its rightful places as prime supporters of historic preservation, arts and culture. Incomparable display and photo opportunities, priceless positioning, branding, public and community relations to a targeted, qualified car-buying audience.



Prestige Imports/Audi Presents Evening Under The Stars page 3

About Vizcaya Museum and Gardens: Recognized internationally for its cultural, natural and historic significance, Vizcaya Museum and Gardens was built by agriculture industrialist James Deering in 1916. Nearly 100 years later, Vizcaya continues to be a preeminent destination.

Vizcaya is dedicated to engaging the community and its visitors in learning through the arts, history and the environment. Vizcaya holds special programs for families and is open 364 days a year as a public museum for all to enjoy.

Vizcaya plays an important role as a diplomatic seat of government for Miami-Dade County, hosting some of the world's most renowned dignitaries like Queen Elizabeth II, Pope John Paul II, President Ronald Regan and King Juan Carlos I and Queen Sofia of Spain—and major international events like the Summit of the Americas, the signing of the Free Trade Agreement and activities associated with Art Basel.

About the Vizcayans:

The young professionals group known as **The Vizcayans**, a 501(c)(3) organization formed in the State of Florida, engages in the preservation and advancement of Vizcaya Museum and Gardens as an accredited museum and a National Historic Landmark through financial support, advocacy and other activities. The Vizcayans Corporation is the private sector partner to the public sector Vizcaya Museum and Gardens Trust and works cooperatively and collaboratively with the Trust to advance the mission of Vizcaya. www.vizcayans.org





Prestige Imports/Audi Presents Evening Under The Stars page 4

Prestige Imports/Audi will SHINE with:

- *On-site display of vehicles in the dramatic circular drive adjacent to the ticket booth, seen by all guests as they enter Vizcaya.*
- *Myriad opportunities to execute experiential marketing tactics on-site, including exposure of Prestige Imports/Audi 's services and features*
- *VIP Parking Passes produced by Vizcayans and available exclusively at Prestige Imports/Audi, to drive traffic to your facility and position complimentary VIP Parking as a courtesy provided only by Prestige Imports/Audi.*

About Evening Under the Stars April 2, 2009:

- Intimate, upscale, this event is in its 12th successful year
- Held on the breathtaking terrace and grounds of Vizcaya
- For 2009, China Grill concepts, showcasing exceptional dishes from all 7 of their Miami brands—China Grill, Tuscan Steak, Kobe Club, Asia de Cuba, Plat Bleu at Delano, Blue Sea at Delano and Blue Door at Delano
- Wines & Cocktails are paired with appropriate foods
- Attendance anticipated at 1000 targeted, young, affluent professionals, active influencers with discretionary income
- Exclusive silent auction with very special items
- Unique and colorful strolling entertainment
- DeeJay and dancing
- Rare nighttime house and garden tours



Prestige Imports/Audi Presents Evening Under The Stars page 5

- **Abundant marketing and branding opportunities for Prestige Imports/Audi , as event is widely promoted and publicized in the same manner as Halloween**
- **Signature, exclusive invitations**
- **Print and Radio Advertising/Promotion**
- **Search-engine optimized press releases**
- **Social media, multiple qualified e mailings**
- **Extensive public relations campaign**

About The Sponsorship:

Prestige Imports/Audi positioned as the title sponsor of the event for \$7500. (normally \$10,000). Benefits to include all those stated above, plus open to customizing additional opportunities to be mutually agreed upon. Sponsorship includes 10 complimentary VIP tickets, a \$1000 value, plus 25 additional complimentary admissions at a special VIP entrance, an additional \$2500 value.



*\$5000 radio buy
from Gold Coast
Beverage Distributors*

Downtown Himmarshee NYE : 30

Anncr: Doc Reno, emphatic, enthusiastic, commanding

SFX, cool countdown, like for space shuttle

Music, cool, let Doc or Brie choose

**Shine into two thousand and nine at Fort Lauderdale's
Downtown Countdown! Second Street rocks on three city
blocks with Grindstone live on two stages at the New Year's Eve
BIG Ball Drop! Park once and party till four at Downtown
Himmarshee's seventeen restaurants and clubs and twenty
Heineken and Heineken Premium Light outdoor bars! Fire up
your New Year's Eve with Midnight fireworks, a dazzling ball
drop and me, BIG one oh five point nine's Doc Reno,
broadcasting live from the heart of it all! South Florida's
biggest blast is Fort Lauderdale's Downtown Countdown...visit
downtown himmarshee dot net.**

DOWN TOWN HIMMARSHEE FORT LAUDERDALE

"Trick or Treat on 2nd Street" Presented by The Himmarshee Village Association

Downtown Fort Lauderdale's favorite "haunts" are hosting their annual Halloween Weekend Festival. Like their sister street-party New Year's Eve, Superbowl, St. Patrick's Day and Cinco de Mayo events, Halloween at Himmarshee, Friday, October 31, is destined to be the biggest bash in Broward County!

As the exclusive "brew" sponsor, the event serves as the perfect vehicle to showcase your brand(s) to thousands of partygoers, with a feature beginning a week before Halloween and continuing all Halloween Weekend long!

This Halloween, SW 2nd Street will be closed to vehicular traffic, making it a natural Block Party and epicenter for Fort Lauderdale's Halloween activities, encouraging large groups of partygoers to **participate in the evening's festivities without a cover charge:**

- Costume contest featuring thousands of dollars in cash and prizes onstage at one end of street
- Jumbo screen simulcast of contest at other end of street
- Outdoor stage with area's top bands performing
- Great food available at a wide variety of eateries
- Easily accessible beverages through sales from beer tubs lining the center of the street and outdoor bars adjacent to participating establishments

YOU ARE INVITED TO BE EXCLUSIVE BEER SPONSOR, with benefits including, but not limited to:

- Official beer sponsor, featuring the brand(s) of your choice
- Ownership of the "real estate" associated with the Street Party
- Sales of your featured products in middle of road by The Association on Halloween night
- Product placement in participating establishments
- Named VIP area
- Weeklong features in all participating establishments prior to Halloween and through Halloween Weekend
- Extensive week-long POS opportunities, both outdoors and inside participating establishments
- Banner on stage
- Logo(s) inclusion in all printed materials regarding event
- Brand(s) included in all radio, print and online PR and marketing initiatives

ADDITIONAL DETAILS AND OPPORTUNITIES TBD, AT YOUR REQUEST

Your investment: \$7500*

**can be \$5000 cash and \$2500 in product*

Total Value: \$31,000

