



**GOVERNMENT PUBLIC INVOLVEMENT SERVICES
AGREEMENT NO. 26-04**

**TASK WORK ORDER
NO. 4**

BETWEEN

**BROWARD METROPOLITAN PLANNING ORGANIZATION
("BMPO")**

and

**CUNNINGHAM COMMUNICATIONS
CONSULTING COMPANY D/B/A THE BRAND
ADVOCATES, INCORPORATED
("Consultant")**

for

STATE OF THE REGION

Task Work Order No. 4 Start Date: Upon Written Notice to Proceed

Task Work Order No. 4 End Date: October 31, 2026

Total Not to Exceed Amount: \$25,425.00

Pursuant to and as provided in the attached Consultant's TASK WORK ORDER NO. 4 FEE SHEET (Exhibit "A")

Pursuant to Task Work Order No. 4 (and Exhibit A, attached hereto) and included Scope of Services, the Consultant shall perform the following tasks to complete the requested services and deliverables in adherence with the Government Public Involvement Services Agreement Number 26-04 (hereinafter referred to "Agreement No. 26-04").

The Consultant acknowledges that all Task Work Orders are subject to availability of funds, and subject to services rendered by the Consultant along with a Written Notice to Proceed authorization by the BMPO's Project Manager or designee.

SCOPE OF SERVICES STATE OF THE REGION

PURPOSE

The State of the Region is an annual signature event held at the Westin Fort Lauderdale Beach Resort and produced by the BMPO to highlight regional accomplishments, partnerships, and initiatives that advance transportation and economic development. The event will bring together elected officials, business leaders, community partners, and the public to celebrate achievements and outline the vision for the year ahead. The event will be a dynamic, visually engaging, and interactive experience, showcasing the BMPO's leadership and innovation in the region.

OBJECTIVE

- Celebrate regional transportation and infrastructure milestones
- Recognize key partners and community leaders
- Communicate strategic priorities for the upcoming year
- Enhance community engagement and public awareness of the BMPO's work
- Foster networking among public, private, and nonprofit partners

Task 1: Event Planning & Coordination

- Develop comprehensive event plan and production timeline
- Coordinate with Westin Fort Lauderdale Beach event staff
- Schedule and lead planning meetings with stakeholders
- Develop event budget and manage vendor contracts
- Secure necessary permits and insurance coverage
- Coordinate guest registration, seating chart, and day-of logistics

Task 2. Audio-Visual & Production

- Coordinate AV equipment with venue or external vendor
- Design custom presentation visuals (videos, animations, and graphics)
- Arrange professional photography and videography coverage
- Produce highlight reel post-event
- Develop stage design and layout plan (including podium, lighting, backdrop, and seating)
- Test run presentations and transitions during rehearsal

Task 3. Communications & Marketing

- Develop and execute event marketing plan
- Draft and distribute press release announcing the event
- Promote via BMPO newsletter, website, and social media
- Coordinate local media coverage and invitations to journalists
- Develop post-event communications (thank-you messages, photo album, highlight video)

Task 4. Signage Design

- Exterior welcome banners
- Lobby/foyer directional signage
- Podium signage
- Sponsor signage and recognition displays
- Digital screen visuals (looping presentation or welcome video)
- Centerpiece cards with QR codes for agenda, raffle, or feedback

Task 5. Vendor & Partner Coordination

- Catering and menu selection (plated lunch service)
- Décor and floral vendor coordination
- Photographer & videographer management
- AV and lighting vendor coordination
- Photo booth provider coordination
- Raffle prize donor outreach
- Transportation/parking logistics for attendees

Task 6: Day of Operations

- On-site setup and vendor check-in
- Staff briefing and role assignments
- Guest check-in and registration
- Run of Show management (MC coordination, timing, transitions)
- Live social media coverage
- Troubleshooting and contingency management
- Event breakdown and vendor load-out

Task 7: Post-Event Deliverables

- Event highlight video and photo gallery
- Post-event report (attendance metrics, media coverage, engagement stats)
- Thank-you emails and certificates for sponsors/partners
- Budget reconciliation and lessons-learned summary

The Consultant must deliver a plan within thirty (30) days from Notice to Proceed of this Task Work Order to define deliverable due dates for approval by the BMPO Task Manager.

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AGREEMENT NO. 26-04 TASK WORK ORDER NO. 4 BETWEEN THE BROWARD METROPOLITAN PLANNING ORGANIZATION AND CUNNINGHAM COMMUNICATIONS CONSULTING COMPANY D/B/A THE BRAND ADVOCATES, INCORPORATED FOR STATE OF THE REGION

IN WITNESS WHEREOF, the parties hereto have made and executed this Task Work Order No. 4 on the respective dates under each signature.

Cunningham Communications Consulting Company D/B/A The Brand Advocates, Incorporated

Broward Metropolitan Planning Organization Chair

BY: _____

BY: _____

PRINT: _____

PRINT: Yvette Colbourne

Title: _____

DATE: _____

DATE: _____

Broward Metropolitan Planning Organization Executive Director

Broward Metropolitan Planning Organization General Counsel

BY: _____

BY: _____

PRINT: Gregory Stuart

PRINT: Alan L. Gabriel

DATE: _____

DATE: _____