

ORDERED BY:

Inc. Village of Mastic Beach

427 Neighborhood Road
PO Box 521
Mastic Beach, NY 11951

Voice: 631-281-2326

Fax: 631-772-2432

PURCHASE ORDER

Purchase Order No.: _____

Date: 12/8/2014

| |
|---|
| To: |
| B&L CONCRETE ROBERT GUERIN 2385 JULIA GOLDBACH AVENUE RONKONKOMA, NY 11779 |

| |
|---|
| Ship To: |
| Inc. Village of Mastic Beach 427 Neighborhood Road PO Box 521 Mastic Beach, NY 11951 |

| | | | |
|-----------|----------|-------------|-------------|
| Good Thru | Ship Via | Account No. | Terms |
| | | | Net 30 Days |

| Quantity | Item | Description | Unit Cost | Amount |
|--------------|----------------------------|--|-----------|-----------------|
| 12/6/2014 | EMERGENCY BUILDING REPAIRS | PLEASE SEE 12/8/14 DETAILED VOUCHER AND SUPPORTING DOCUMENTS ATTACHED, INCLUDING LABOR, EQUIPMENT AND MATERIALS COST BREAKDOWN | | 1,325.00 |
| TOTAL | | | | 1,325.00 |

Purchase Approval _____

Department Approval Suzanne Alevy
 12/8/2014 per Polling at the Board on 12/6/2014.

B & L CONCRETE MASON CONTRACTORS, INC.

2385 JULIA GOLDBACH AVE.
 RONKONKOMA, NY 11779
 (631) 981-7868 · Fax (631) 588-9304

INVOICE

| | | | |
|---|---------------|---|--------------------|
| PROPOSAL SUBMITTED TO VILLAGE OF MASTIC BEACH | | PHONE 631-281-2326 EXT 300 | DATE 12-06-2014 |
| STREET 427 NEIGHBOR HOOD ROAD PO BOX 521 | | JOB NAME MY LICENSE #28781-H SUFFOLK COUNTY DEP OF LABOR | |
| CITY, STATE AND ZIP CODE MASTIC BEACH NEW YORK 11951 | | JOB LOCATION WWW.MASTICBEACHVILLAGENY.GOV | |
| ARCHITECT VILLAGE CLERK@MASTICBEACHVILLAGENY.GOV | DATE OF PLANS | FAX 631-772-2432 | JOB PHONE |

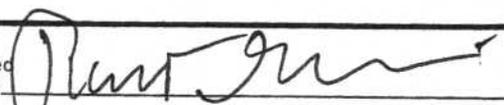
We hereby submit specifications and estimates for:
 REBUILD TWO CHIMNEY BASES . CUT OPEN CHIMNEY DEMO BROKEN PIPE REMOVE ROTTEN BRICK CUT BACK BURNT
 PLATE CLEAN UP DEBRIS AND EXCESS MORTAR . FIT NEW 8X8 FLUE IN CHIMNEY OPEN PASSAGE CUT AND INSTALL
 NEW THIMBLE BRICK PIPE AND THIMBLE INTO PLACE SAME FOR TWO UNITS
 TOTAL MATERIALS AND LABOR \$1325.00

INC VILLAGE OF
 DEC 08 2014
 MASTIC BEACH

We Propose hereby to furnish material and labor — complete in accordance with above specifications, for the sum of:

Payment to be made as follows: _____ dollars (\$ _____)

All material is guaranteed to be as specified. All work to be completed in a workman-like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized Signature 

Note: This proposal may be withdrawn by us if not accepted within _____ days.

Acceptance of Proposal -The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature _____

Date of Acceptance _____ Signature _____



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/08/2014

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| | | |
|---|-------------------------------|-----------------------------------|
| PRODUCER JAMES N. AGALS PO BOX 777 EAST QUOGUE, NY 11942 631-288-4454 / 631-288-8039 (FAX) | CONTACT NAME | |
| | PHONE (A/C, No, Ext): | FAX (A/C, No): |
| INSURED B&L CONCRETE MASON CONTRACTORS INC 2385 JULIA GOLDBACH AVE RONKONKOMA, NY 11779 | INSURER(S) AFFORDING COVERAGE | |
| | INSURER A: | FARM FAMILY CASUALTY INSURANCE CO |
| | INSURER B: | |
| | INSURER C: | |
| | INSURER D: | |
| | INSURER E: | |

COVERAGES CERTIFICATE NUMBER: 102316 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE | ADDL INSR | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS |
|----------|---|-----------|----------|---------------|-------------------------|-------------------------|---|
| A | GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC | | | 3152X4660 | 12/21/13 | 12/21/15 | EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ AGGREGATE \$ |
| | AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS | | | | | | INC VILLAGE OF DEC 08 2014 MASTIC BEACH |
| | UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$ | | | | | | EACH OCCURRENCE \$ AGGREGATE \$ |
| A | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <input type="checkbox"/> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below | | | 3152W9124 | 4/5/14 | 4/5/15 | <input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000 |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

| | |
|--|--|
| CERTIFICATE HOLDER | CANCELLATION |
| INC VILLAGE OF MASTIC BEACH 369 NEIGHBORHOOD RD MASTIC BEACH, NY 11951 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. |
| | AUTHORIZED REPRESENTATIVE <i>James N. Agals</i> |

STATE OF NEW YORK
WORKERS' COMPENSATION BOARD

CERTIFICATE OF NYS WORKERS' COMPENSATION INSURANCE COVERAGE

| | |
|--|---|
| <p>1a. Legal Name & Address of Insured (Use street address only)</p> <p>B&L CONCRETE MASON CONTRACTORS INC 2385 JULIA GOLDBACH AVE RONKONKOMA, NY 11779</p> <p>Work Location of Insured (Only required if coverage is specifically limited to certain locations in New York State, i.e., a Wrap-Up Policy)</p> | <p>1b. Business Telephone Number of Insured</p> <p>1c. NYS Unemployment Insurance Employer Registration Number of Insured</p> <p>1d. Federal Employer Identification Number of Insured or Social Security Number</p> |
| <p>2. Name and Address of the Entity Requesting Proof of Coverage (Entity Being Listed as the Certificate Holder)</p> <p>INC VILLAGE OF MASTIC BEACH 369 NEIGHBORHOOD RD MASTIC BEACH, NY 11951</p> <p>INC VILLAGE OF DEC 08 2014 MASTIC BEACH</p> | <p>3a. Name of Insurance Carrier</p> <p>FARM FAMILY CASUALTY INS CO</p> <p>3b. Policy Number of entity listed in box "1a"</p> <p>3152W9124</p> <p>3c. Policy effective period</p> <p>4/5/14 to 4/5/15</p> <p>3d. The Proprietor, Partners or Executive Officers are</p> <p><input type="checkbox"/> included. (Only check box if all partners/officers included)</p> <p><input checked="" type="checkbox"/> all excluded or certain partners/officers excluded.</p> |

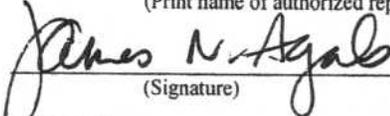
This certifies that the insurance carrier indicated above in box "3" insures the business referenced above in box "1a" for workers' compensation under the New York State Workers' Compensation Law. (To use this form, New York (NY) must be listed under **Item 3A** on the **INFORMATION PAGE** of the workers' compensation insurance policy). The Insurance Carrier or its licensed agent will send this Certificate of Insurance to the entity listed above as the certificate holder in box "2".

The Insurance Carrier will also notify the above certificate holder within 10 days IF a policy is canceled due to nonpayment of premiums or within 30 days IF there are reasons other than nonpayment of premiums that cancel the policy or eliminate the insured from the coverage indicated on this Certificate. (These notices may be sent by regular mail.) Otherwise, this Certificate is valid for one year after this form is approved by the insurance carrier or its licensed agent, or until the policy expiration date listed in box "3c", whichever is earlier.

Please Note: Upon the cancellation of the workers' compensation policy indicated on this form, if the business continues to be named on a permit, license or contract issued by a certificate holder, the business must provide that certificate holder with a new Certificate of Workers' Compensation Coverage or other authorized proof that the business is complying with the mandatory coverage requirements of the New York State Workers' Compensation Law.

Under penalty of perjury, I certify that I am an authorized representative or licensed agent of the insurance carrier referenced above and that the named insured has the coverage as depicted on this form.

Approved by: JAMES N. AGALS
(Print name of authorized representative or licensed agent of insurance carrier)

Approved by:  12-8-14
(Signature) (Date)

Title: AGENT

Telephone Number of authorized representative or licensed agent of insurance carrier: 631-288-4454

Please Note: Only insurance carriers and their licensed agents are authorized to issue Form C-105.2. Insurance brokers are NOT authorized to issue it.

A & M ELECTRONICS

22 Center Court
Center Moriches, NY 11934
(631) 874-3281 • FAX (631) 874-3541

WORK OF

12035

ATTACHMENT #6

| | | | | |
|----------------------------------|----------------------------------|------------|--|--|
| <input type="checkbox"/> SERVICE | <input type="checkbox"/> PICK UP | PHONE | REPAIR IN | DATE |
| <input type="checkbox"/> INSTALL | <input type="checkbox"/> DELIVER | 281-2326 | <input type="checkbox"/> FIELD <input type="checkbox"/> SHOP | 1/20/14 |
| NAME | | | | CUST. # |
| Mastic Beach Village | | | | |
| ADDRESS | | | | DATE OF ORIG. INSTAL. |
| 369 Neighborhood Rd. | | | | |
| CITY | | | | <input type="checkbox"/> ESTIMATE <input type="checkbox"/> WARRANTY <input type="checkbox"/> CONTRACT <input type="checkbox"/> CASH <input type="checkbox"/> CHARGE <input type="checkbox"/> C.O.D. |
| Mastic Beach, Ny. 11951 | | | | |
| MAKE | MODEL | SERIAL NO. | | |
| NATURE OF SERVICE REQUEST | | | | |
| DONATED RADIOS NO ANTENNAS | | | | |

| QUAN. | PART. NO. | DESCRIPTION | |
|-------|------------------------------------|----------------------------------|-------------|
| | | Donated Radios from State of N.Y | \$500. EACH |
| 28# | 2011834, 2010025, 1511233, 2011800 | | |
| | 2010015, 1513238, 2010782, 2011287 | | N/A |

(8)

| | | |
|---|---|--|
| SERVICE PERFORMED: <input type="checkbox"/> INSTALL <input type="checkbox"/> TRANSFER <input type="checkbox"/> REMOVAL <input type="checkbox"/> PULLED FOR REPAIR <input type="checkbox"/> HOLD FOR INSTALLATION <input type="checkbox"/> INSTALLED LISTED PARTS | CHECKED: <input checked="" type="checkbox"/> CTSS <input checked="" type="checkbox"/> POWER OUTPUT 100 <input type="checkbox"/> VSWR <input checked="" type="checkbox"/> VOICE MODULATION <input type="checkbox"/> DATA <input type="checkbox"/> ALIGNED TX & RX | <input type="checkbox"/> 800 MHZ <input type="checkbox"/> UHF <input checked="" type="checkbox"/> LB <input type="checkbox"/> VHF |
| Cust. Frequency A <u>39.24</u> B _____ Customer CTSS A <u>146.2</u> B _____ | <input type="checkbox"/> SERVICE CALL <input type="checkbox"/> SHOP TIME _____ hours <input type="checkbox"/> FIELD TIME _____ hours | |

WORK ORDER COPY *Thank You!* DATE COMPLETED

I hereby accept above performed service, as being satisfactory and acknowledge that equipment has been left in good condition.

Technician *Adi* Customer's Signature *[Signature]*

BILLING TO FOLLOW

NOTICE TO PROPOSERS

NOTICE IS HEREBY GIVEN THAT Sealed Proposals will be received by the Incorporated Village of Mastic Beach at 369 Neighborhood Road, Mastic Beach, New York, 11951, on or before 12 noon prevailing time on Friday, January 23, 2015, for the following services:

MARKETING AND PUBLIC RELATIONS SERVICES

LOCATION: MASTIC BEACH, NEW YORK

For further information contact:

Susan F. Alevas, Esq.
Village Clerk
369 Neighborhood Road
Mastic Beach, NY
(631) 281-2326

Proposal Packages are on file at the Village Clerk's Office and may be picked up between the hours of 9:00 am and 4:30 pm., Monday through Friday on or after Thursday December 18, 2014. These specifications have met the approval of the Village of Mastic Beach.

Each proposal must be submitted in a sealed envelope clearly marked "Request for Proposals: Marketing and Public Relations Services". All proposers must comply with all Federal, State, and Local Laws.

The Village Board of the Village of Mastic Beach reserves the right to waive any informalities in any proposals received, and/or to reject any or all proposals.

**BY ORDER OF THE BOARD OF TRUSTEES
VILLAGE OF MASTIC BEACH**

Dated: December 16, 2014

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES



VILLAGE OF MASTIC BEACH

REQUEST FOR PROPOSALS (RFP)

FOR

MARKETING AND PUBLIC RELATIONS SERVICES

VILLAGE OF MASTIC BEACH

369 Neighborhood Road

Mastic Beach, New York 11951

(631) 281-2326

Mayor

William Biondi

Trustees

Nick Busa

Maura Spery

Gary Stiriz

Bruce Summa

Village Clerk

Susan F. Alevas, Esq.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

I. INTRODUCTION

The Incorporated Village of Mastic Beach (MBV) is seeking proposals from qualified individuals or firms to provide marketing and communications services for MBV. Successful applicants will demonstrate an ability to provide all of the following: development of a marketing plan; creative development (including but not limited to print and digital) advertising; promotions; marketing; public relations; website and media support services.

A. Community Background:

MBV is a prestigious south shore community on Long Island. MBV is conveniently located 70 miles between Manhattan and Montauk and three miles from the Atlantic Ocean and the LIRR. This bay front community maintains its small town character and offers the beauty of a natural, seaside community. With about 5,000 single family homes with a population of about 13,000, MBV features a wide range of living styles, ranging from quaint century-old properties, to modern condominiums and stunning mansions.

The majority of the Incorporated Village of Mastic Beach's residential areas are populated with families of school-age children who enjoy some of the best and most diverse schools on Long Island, and senior citizens enjoy the largest and best-attended senior programs in the area.

The central business district is in dire need of revitalization. Yet, MBV has over 300 service-related businesses, thousands of nearby residents, and an environment conducive to boating, biking and walking.

B. Community Events:

The community civic groups run a number of events throughout the year including:

- Mastic Beach Property Owners Association: contributes to the promulgation of goodwill between neighbors by hosting; Music By The Bay, The Blue Claw Crab Festival, Art for Hospice, Halloween Parade, Holiday Tree Lighting & Nite at the Races.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

- Osprey Point Civic Association: Contributes by holding a kids movie night at Osprey Park, The Harvest Festival and the Osprey 5K.
- The Cultural Arts Guild of Mastic Beach: Contributes with the Nautical Sea Festival and Art show at The Village Square.
- The Mastic Beach Chamber of Commerce: Contributes with the Beautiful Bay 10K.
- The Pattersquash Creek Civic Association Harvest Festival.
- William Floyd Estates hosts events year round.

C. Future Events:

It is our plan to have MBV create community gathering events in the upcoming years and related ideas include:

- Neighborhood Road Farmers Market: Where from April to December produce, prepared food, and craft vendors gather on a bi-weekly basis.
- Friday Night Live: Two to three musicians play live at the gazebo every Friday night between April and October, adding to the evening ambiance and encouraging visitors to stroll, shop, and dine.
- Lagoon Films: An outdoor movie series held over eight Tuesday evenings in July.
- Art in MBV: A one-day, juried fine art event in August, held at the Neighborhood Road Gazebo.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

I. PROJECT DESCRIPTION

The Incorporated Village of Mastic Beach is requesting proposals from qualified firms and individuals for marketing and public relations services. The services to be provided are described in detail below.

The purpose of this initiative is to differentiate Mastic Beach from other suburban communities in the area by developing a brand, which can be used to market the Village to prospective businesses, residents and visitors, as well as those who work in MBV. We also wish to develop a marketing strategy to project a particular image of MBV.

The community has a lack-luster commercial center, and MBV wishes to maximize our economic development efforts by proactively marketing itself to the highest quality businesses. MBV wishes to target businesses that will add to the character of the community and enhance its quality of life.

With limited staff resources, those efforts need to be as efficient as possible. Having a brand and marketing strategy developed by the chosen firm should equip MBV with vital tools to help accomplish its economic development goals, such as increasing the residential and commercial property values and raising the MBV profile as a great place in which to live, work and do business.

A. Scope of Work:

Conduct necessary research to ascertain the existing positioning (perceptions, attitudes, opportunities and challenges) of the community from the perspective of key stake holders.

- Utilize existing research such as the recently conducted community and business surveys, market reconnaissance report and various Village policy documents when appropriate.
- Compare MBV's positioning to surrounding communities to identify viable areas for differentiation.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

- Develop a distinctive, differentiated and value-based positioning concept.
- Create a positioning statement with key messages to be used for developing communications across the variety of target audience touch points (advertising, media, PR, website, etc.).
- Develop creative elements to deliver the brand, such as a tag line, logo, typeface, color scheme, digital media graphics and environmental graphics (e.g. way-finding signage, banners, street-scaping).
- Develop a marketing plan for establishing and maintaining a brand via printed material, public relations, digital media, social media, etc.
- Create a visual library so when employees put together presentations they have an approved group of imagery that communicates the MBV brand.

B. Term

The selected individual or firm will be required to sign the Agreement attached hereto as Appendix C. The term of the Agreement shall commence upon its execution and expire exactly one-year thereafter. The agreement may be extended upon mutual agreement of both parties.

III. DELIVERABLES

The selected individual or firm will provide comprehensive, strategic and innovative marketing and communications services on designated projects on an as-needed basis. The services shall include the following:

A. Branding:

Look and feel of MBV “brand” including but not limited to:

- A logo;
- Tagline;
- Image library;
- Digital Graphics;

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

- Color scheme;
- Fonts;
- Positive language that speaks from one voice.

B. Design and Production of Printed Materials:

- MBV newsletters;
- Mailers;
- Promotions;
- Environmental Graphics;
- Media kit.

C. Press Releases:

- Write all press releases and coordinate all press conferences and public notices;
- Serve as the media spokesperson for MBV;
- Provide photography services for MBV events.

D. Design and Production of MBV Website:

- Coordinate with MBV website consultants to ensure publication of newsletters, press releases, public notices, photographs, and other content on MBV website.

E. Search Engine Optimization:

- Compile Analytics so the positive messages of MBV are at the top and first page of internet searches.

F. Social Media:

- Create a cohesive brand across social media sites; Facebook; twitter; tumblr; instagram; g+; youtube; etc.;
- Create scheduled feeds that promote MBV online;
- Weekly maintenance of the feeds and train a MBV employee how to maintain daily as needed.

G. Advertising:

- Print advertising in materials near and far.
- Online advertising campaigns focusing on Metro and European travelers.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

- Tourism commercial to be played on NY1 and website.
- H. Outreach:
- Assist the Board of Trustees in community outreach;
 - Attend Board meetings and functions as requested by the Board.
Must be available to attend at least 4 meetings per year.
- I. Reporting:
- Must submit written monthly progress reports.
 - Reports to Village Clerk and/or Deputy Village Clerk.

IV. SUBMISSION REQUIREMENTS

All proposals must contain the following:

- A. Scope of Work:
- Detail how firm will accomplish scope of work.
- B. Qualifications:
- Provide a statement of qualifications, including related experience with other municipalities.
- C. Project Team:
- List names of key personnel, their responsibilities and provide their resumes.
- D. References:
- List three clients for whom comparable services were performed including the name and contact information of a primary client representative.
- E. Performance Metrics:
- Include available performance metrics demonstrating the effectiveness of the work performed for references.
- F. Proposed Budget:
- Break down estimated costs by individual components of the firm's proposed work plan including third-party vendors and advertisers.
- G. Timeline:
- Include time frames of each component of work.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

H. Case Studies:

- Provide at least two case studies or examples of comparable work.

I. Marketing Material:

- Provide firm's promotion and marketing material.

J. Questions:

- Questions may be emailed to the Village Clerk at village.clerk@masticbeachvillageny.gov at least 10 days prior to the proposal submission deadline.

V. CONDITIONS OF SELECTION

Scope of the following conditions apply to this Request for Proposals ("RFP"):

A. Reimbursement:

There is no express or implied obligation for MBV to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.

B. Inquiries:

Any written inquiries concerning this RFP must be in writing or by email and should be addressed to MBV Clerk, Susan F. Alevas, Esq. Direct responses to all inquiries will be distributed to each potential proposer.

C. Consideration:

To be considered, copies of a proposal must be received by MBV Clerk, Susan F. Alevas, Esq. at 369 Neighborhood Road, Mastic Beach, New York 11951 by 3:00 p.m. January 12, 2015. MBV reserves the right to reject any or all proposals submitted.

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

D. Evaluation Process:

During the evaluation process, MBV reserves the right, where it may serve MBV's best interest, to request additional information or clarification from a proposer, or to allow corrections on non-material errors or omissions or waive non-material requirements.

E. Oral Presentations:

At the discretion of MBV, firms submitting proposals may be requested to make oral presentations as part of the evaluation process. If conducted, oral presentations will be scheduled with each proposer being considered.

F. Retain Proposals:

MBV reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected.

G. Acceptance of Terms:

Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between MBV and the firm selected.

VI. SELECTION DECISIONS

It is anticipated the selection of a firm will be completed on February 4, 2015. MBV reserves the right, as best serves its interest, to change any of the projected dates set forth in this RFP, including, but not limited to the due date for receipt of proposals. MBV reserves the right to reject all proposals.

VII. FIRM'S CONTACT

The firm's principal contact with MBV will be Village Clerk, Susan F. Alevas, Esq., 369 Neighborhood Road, Mastic Beach, NY, (631) 281-2326.

VIII. PROPOSED CALENDAR AND TIME REQUIREMENTS

The following is a list of key dates up to and including the date proposals must be submitted:

VILLAGE OF MASTIC BEACH • REQUEST FOR PROPOSAL • MARKETING & PR SERVICES

A. MBV reserves the right, as best serves its interest, to change any of the projected dates set forth in this RFP, including, but not limited to, the due date for receipt of proposals.

- Due Date for proposal submissions: January 23, 2015 at 12 noon
- Anticipated date for selection of firm: February 4, 2015
- Anticipated notification date: February 5, 2015

IX. PROPOSAL REQUIREMENTS

The Proposal must include:

- Title Page: Title page showing the RFP subject; the firm's name; name, address, email, and telephone number of the contact person; and the proposal date.
- Statement of Qualifications: A signed letter of transmittal stating the proposer's understanding of the work to be done, a statement why the firm believes it to be best qualified to perform the engagement, the firm's past history in providing such services for companies or municipalities and a statement that the proposal is a firm and irrevocable offer.
- Fully completed Appendices A and B: Proposer should not sign or complete the contract in Appendix C. The contract will be executed by MBV and the winning Proposer only after an evaluation of each proposal.
- The completed proposal should be sent to the following address in a sealed envelope marked:

Request for Proposals: Marketing Services
Village Clerk Susan F. Alevas, Esq.
Village of Mastic Beach
369 Neighborhood Road
Mastic Beach, New York 11951

APPENDIX A

PROPOSER GUARANTEES

- I. The Proposer certifies it can and will provide and make available, as a minimum, all services set forth in Submission Requirements.
- II. The Proposer has read the entire RFP package including Appendices A-C, and agrees that the rights and prerogatives as detailed are retained by MBV.
- III. The Proposer agrees to be bound by the contractual requirements delineated in Appendices A-C.
- IV. Proposer warrants that it will not assign, delegate or subcontract its responsibilities under this agreement, unless approved by the Incorporated Village of Mastic Beach.
- V. Proposer warrants that all information provided by it in connection with this proposal is true and accurate.

Signature of Representative: _____

Name: _____

Title: _____

Firm: _____

Date: _____

APPENDIX B

AMOUNT FOR SERVICES (annual)

\$ _____

Note: The firm may provide other cost or pricing options

APPENDIX C

PROPOSED CONTRACT

[DO NOT FILL OUT; AGREEMENT TO BE COMPLETED AND SIGNED ONLY AFTER WINNING PROPOSAL IS SELECTED]

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT made the ____ day of _____, 2014, between the Incorporated Village of Mastic Beach, a municipality incorporated in the State of New York, with its principal office located at 369 Neighborhood Road, Mastic Beach, New York, hereinafter referred to as the "MBV," and _____, hereinafter referred to as "Marketing Consultant", with a principal place of business at _____.

WITNESSETH:

WHEREAS, MBV wishes to retain Marketing Consultant for the purpose of providing marketing and public relations services ("Project");

NOW THEREFORE, IT IS MUTUALLY AGREED BY AND BETWEEN THE PARTIES AS FOLLOWS:

1. Scope of Services

The selected individual or firm will provide comprehensive, strategic and innovative marketing and communications services on designated projects on an as-needed basis. The services shall include the following:

A. Branding:

Look and feel of MBV "brand" including but not limited to:

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- A logo;
 - Tagline;
 - Image library;
 - Digital Graphics;
 - Color scheme;
 - Fonts;
 - Positive language that speaks from one voice.
- B. Design and Production of Printed Materials:
- MBV newsletters;
 - Mailers;
 - Promotions;
 - Environmental Graphics;
 - Media kit.
- C. Press Releases:
- Write all press releases and coordinate all press conferences and public notices;
 - Serve as the media spokesperson for MBV;
 - Provide photography services for MBV events.
- D. Design and Production of MBV Website:
- Coordinate with MBV website consultants to ensure publication of newsletters, press releases, public notices, photographs, and other content on MBV website.
- E. Search Engine Optimization:
- Compile Analytics so the positive messages of MBV are at the top and first page of internet searches.
- F. Social Media:
- Create a cohesive brand across social media sites; Facebook; twitter; tumblr; instagram; g+; youtube; etc.;
 - Create scheduled feeds that promote MBV online;
 - Weekly maintenance of the feeds and train a MBV employee how to maintain daily as needed.

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G. Advertising:

- Print advertising in materials near and far.
- Online advertising campaigns focusing on Metro and European travelers.
- Tourism commercial to be played on NY1 and website.

H. Outreach:

- Assist the Board of Trustees in community outreach;
- Attend Board meetings and functions as needed by board.

2. As compensation for such services. MBV will pay Marketing Consultant _____ dollars per month.

3. Term of Agreement

The Agreement shall commence as of _____, and shall expire exactly one-year thereafter. This agreement may be extended upon mutual agreement of both parties.

4. Termination

This Agreement may be terminated by either party and for any reason upon 30 days written notice to the other party. In that event, Marketing Consultant shall be compensated for the value of services and expenses incurred through the date of termination.

5. Indemnification

To the extent permitted by law, Marketing Consultant shall indemnify and hold harmless MBV, its consultants, employees, agents and other persons from and against all claims, costs, judgments, liens, encumbrances and expenses, including reasonable attorneys' fees, to the extent caused by the negligent performance of professional services under this Agreement by Marketing Consultant and any of its employees, agents, or sub-consultants.

6. Modifications

Neither this Agreement nor any term, condition, or provision hereof, or the Scope of Services agreed to hereunder, may be altered, changed or modified in any manner whatsoever except upon the mutual agreement of both parties evidenced by a modification to this Agreement that is signed by both parties.

7. Permits and Licenses

The Vendor shall procure and pay for all permits and licenses necessary for the services to be rendered hereunder.

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8. Complete Agreement

This Agreement, constitutes the entire agreement of the parties with respect to the subject matter hereof. This Agreement supersedes all prior agreements, understandings, negotiations and discussions, whether written or oral, of the parties hereto relating to the matters set forth in this Agreement.

9. Governing Law

This Agreement shall be construed according to the laws of the State of New York. It is further agreed that any legal action between MBV and the Consultant arising out this agreement shall be brought in a court of competent jurisdiction in the County of Suffolk.

10. Assignment

In accordance with the provisions of section 109 of the General Municipal Law, the Marketing Consultant is hereby prohibited from assigning, transferring, conveying, subletting or otherwise disposing of this agreement, or of its right, title or interest in this agreement, or its power to execute this agreement, to any other person or corporation without the previous consent in writing of MBV. This Agreement shall bind the successor, assigns and representatives of the parties hereto.

11. Notices

Any and all notices and payments required hereunder shall be addressed as follows, or to such other address as may hereafter be designated in writing by either party hereto:

To Village of Mastic Beach: 369 Neighborhood Road, Mastic Beach, New York 11951

To Marketing Consultant: [Name and address]

12. Waiver

No waiver of any breach of any condition of the agreement shall be binding unless in writing and signed by the party waiving said breach. No such waiver shall in any way affect any other term or condition of this agreement or constitute a cause or excuse for a repetition of such or any other breach unless the waiver shall include the same.

13. Modification

This agreement constitutes the complete understanding of the parties. No modification of any provisions thereof shall be valid unless in writing and signed by both parties.

IN WITNESS WHEREOF, this Agreement has been duly executed by the parties hereto.

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VICES

VILLAGE OF MASTIC BEACH.

BY: _____ Mayor, William Biondi, Village of Mastic
Beach

BY: _____ [Marketing Consultant]

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STATE OF NEW YORK)

) SS:

COUNTY OF SUFFOLK)

On this _____ day of ____, 20__, before me personally came William Biondi, to me personally known who, being by me duly sworn, did depose and say that he resides at Mastic Beach, New York, that he is the Mayor of the INCORPORATED VILLAGE OF MASTIC BEACH, SUFFOLK COUNTY, NEW YORK, the municipal corporation described in, and which executed the above instrument; that s/he knows the corporate seal of said Incorporated Village of Mastic Beach; that the seal affixed to said instrument is such corporate seal; that it was so affixed by the order of the Board of Trustees of the Incorporated Village of Mastic Beach; and that s/he signed her/his name thereto by like order.

NOTARY PUBLIC

(SEAL)

STATE OF NEW YORK)

)SS:

COUNTY OF SUFFOLK)

On this _____ day of _____, 20__, before me personally came _____, to me known, who being by me sworn, did depose and say that he/she resides at that he/she is the _____, of _____ the corporation described in and which executed the foregoing instrument; that he/she knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by the authority of the Board of Directors of said corporation; and that he/she signed his/her name thereto by like authority.

NOTARY PUBLIC