



## **EXHIBIT "A"**

### **SCOPE OF WORK: Dania Beach CRA PATCH Re-set 2017**

This proposed Scope of Work (Scope) describes the tasks to be performed by SURG Consulting, LLC., the (Consultant) and the City of Dania Beach CRA, the (Company) as part of its mission to provide expertise in the area of Marketing and Sales, Business Development and scaling up the PATCH Dania Beach.

The purpose of this pilot PATCH Dania Reset is to enable its Market Garden Business Model to become self-sustaining within the next year. Part of the mission of the PATCH is to operate a sustainable Market driven model that provides residents better access to healthy foods, while also providing educational opportunities and employment. We are pleased to submit the following proposal to meet the needs of the Company in its endeavor to create a sustainable Market Garden system that supports its residents in health.

#### **1 Description of Services and Deliverables:**

Deliverables will be time-phased during the five (5) week engagement, to update the Company on related project milestones and timing requirements, if applicable. The Company can expect to receive reports on the activities performed by the Consultant throughout the project period.

It shall be the responsibility of the Consultant to help ensure the administration of the certain elements of the Marketing and Sales Plan for the PATCH on behalf of the Company and to monitor and adjust tactics where necessary to optimize revenue generation to achieve milestones and goals by May 2018.

The Consultant will use all available resources from public and private sustainability models in urban farming and farmer's market operations to inform the development of strategies for the PATCH Reset in line with the goals of the Company.

#### **2 Scope of Services**

The objective of this task is to collect, compile, review, and document the existing information to be utilized in the development of the updated marketing and business plan for the PATCH 2017 reset.

**2.1 Kick off Meeting.** The Consultant shall work with the Client and other stakeholders to coordinate a kick-off meeting to discuss the project parameters, schedule, data collection, expectations, solicit feedback and request additional information that may be needed.

**2.2 Data Collection and Research.** The Consultant will coordinate with the Client and other stakeholders, including the City of Dania Beach and the BRHPC, to gather all relevant information. Information may include, but not be limited to, reports, policies, and procedures, general, and marketing budget documents and other financial Information, best practice farmer's marketing plans, whether in electronic or hardcopy formats, to help in the reset. The client is responsible for providing all data within a two-week period of signing with the Consultant.

2.1 Work with the regional, state, and national experts from various institutions including, University of Florida's Institute of Farming and Agricultural Sciences, on incorporating and cultivating best



practices for market viability and vibrancy at the PATCH.

- 2.2 The Consultant will help to devise and develop dynamic strategies to help in the expansion of the PATCH farmer's market through new sites and additional outlets through pop-up markets, and engaging and potentially partnering with additional local growers.
- 2.3 Coordinate with Farm Manager to create activities that promote community involvement and increase access to healthy local foods grown at the PATCH.
- 2.4 The Consultant will provide weekly progress reports to show activities and duties performed as part of the updated and revised digital copy of the implementation guide that submitted in a prior contract, showing the results of training with an Evaluation Report.

### **3** Resources Provided by the Company:

- 3.1 Access to the Dania Beach Patch shall be provided along with all marketing resource materials currently in use.
- 3.2 Access to and contact with personnel that is working on for the PATCH Dania Beach in any capacity.

### **4** Fees and Payment Plans

The CONSULTANT's fees for the completion of the scope of work total billable at \$65 per hour, for an amount not to exceed \$10,400. See the schedule of payment in the Consulting Services Agreement.

### **5** Travel

There is no out-of-state travel required for this project. The Consultant will be expected to travel within the Miami-Dade and Broward Counties. Any other travel requirements will need to be reimbursed by Company.

### **6** Special Material Requirements

The Consultant will need to have access to the current Marketing Plan and Budget for the PATCH Dania Beach access to the marketing materials that are being used. If the Company decides that special consideration are necessary, the Consultant reserves the right to modify this section.

### **7** Place of Performance

The Consultant will meet with representatives of the Company weekly to discuss implementation strategies at the offices of the Broward Regional Health Planning Council (BRHPC), and sometimes at the PATCH Dania Beach or Dania Beach City Hall CRA upon request. Other performance locations will be places of choice agreed upon by the Company and Consultant. The Consultant will perform other work in a place suitable for accomplishing all deliverables.

### **8** Length of Service

The services for this contract will commence on November 20<sup>th</sup>, 2017 and written notification to proceed by the Company with an expected completion date of January 20<sup>th</sup>, 2017, not to exceed 90 days from the initiation of the contract.




**THE COMPANY /DBCRA**

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Signature

\_\_\_\_\_  
Printed Name

Date: \_\_\_\_\_

**The Consultant/SURG Consulting, LLC.**

  
\_\_\_\_\_  
Signature

Nattaliah Earle  
Printed Name: Nattaliah Earle, Manager

Date: 10/12/2017