



**Proposal #02-21 Clearwater Beach
Visitor Information Center Operator**

TAB 1: RFP #02-21 Letter of Transmittal

AMPLIFYCLEARWATER

CLEARWATER BEACH VISITOR INFORMATION CENTER PROPOSAL





November 5, 2020

City of Clearwater
Attn: Procurement Division
100 Myrtle Avenue, 3rd Floor
Clearwater, FL 33756-5520

RE: RFP #02-21 Clearwater Beach Visitor Information Center
Due: November 6, 2020 at 10:00AM

AMPLIFY Clearwater enthusiastically submits the following proposal in response to RFP #02-21 to continue to serve as the operator for the Clearwater Beach Visitor Information Center, herein referred to as 'BVIC'. AMPLIFY Clearwater, formed in 2019, is a new entity born out of the combination of the former Clearwater Regional Chamber of Commerce and Clearwater Beach Chamber of Commerce. This organization represents over 800+ businesses in the greater Clearwater area and is uniquely qualified to serve as the operator of this space, as outlined in this proposal.

In addition to the connection to over 800+ area member businesses, AMPLIFY employs a strong leadership team dedicated to a quality visitor experience. The team works full-time in the tourism space staying connected to industry trends and partners while working tirelessly to ensure the destination specialists in this space are local experts on the area. This is why the Clearwater Beach Visitor Information Center is one of the 'Top Things to Do' on TripAdvisor year after year.

AMPLIFY Clearwater's main administrative office:

Bank of America Tower
600 Cleveland Street, Suite 100
Clearwater, Florida 33755
www.amplifyclearwater.com
727-461-0011

AMPLIFY Clearwater has the established business plan, financial wherewithal and the experience to position it as a trusted and proven operator and partner to the City, and we are eager to assume/continue this contract from February 1, 2021 through September 2025.

Respectfully submitted,

Amanda Payne
President/CEO

Amanda@amplifyclearwater.com

ESTABLISHED 2019

AMPLIFY CLEARWATER - 600 CLEVELAND STREET SUITE 100, CLEARWATER, FL 33755 - 727.461.0011

**TAB 2: RFP #02-21 Demonstrated Experience of
the Firm and Key Personnel and References**

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Demonstrated Experience of the Firm and Key Personnel and References

1a. In this detailed response, AMPLIFY supplies an overview of its means, methods and commitment to the tourism industry of Clearwater. Additional details below will provide a clearer picture on how AMPLIFY will perpetuate and enhance the acclaimed visitor experience delivered 361 days a year at the Clearwater Beach Visitor Information Center at Pier 60.

AMPLIFY Clearwater is a Florida Corporation, 501c6, and was established in October 2019 as a merger of the Clearwater Regional Chamber of Commerce and the Clearwater Beach Chamber of Commerce. While this newly formed organization has been in existence for slightly over one year, the team members employed have a strong history in the community and deep understanding of, and commitment to, the visitor experience in our market.

1b. AMPLIFY Clearwater's revenues are budgeted and adequate to sustain its operations, programs and projects. This organization is financially sound and credit worthy, as demonstrated in its history of contract fulfillment with the City of Clearwater and other vendors. AMPLIFY Clearwater maintains cash reserves approximating six months of operating expenses, and has a revolving line of credit in place to cover short-term timing issues relative to cash flow. AMPLIFY has provided quarterly financial and statistical reports to the City during the pendency of its operation of the BVIC. AMPLIFY has grown its paid advertisers and continues to welcome additional advertisers and other sources of revenue to sustain the BVIC. AMPLIFY annually uses funds from its enterprise to subsidize the BVIC operations, which costs exceed the stipend contributed by the City.

The tourism initiatives of AMPLIFY Clearwater are guided by a team of local and national industry experts, representing every sector of the industry, in order to ensure a well-rounded approach that is inclusive of all perspectives. In addition, we host regular gatherings of the Tourism Partners that provides educational opportunity, industry updates, and fosters connections.

AMPLIFY's tourism goals are simple: leverage every opportunity to distinguish Clearwater, mainland and its beaches, as a world class tourist destination for visits and repeat visits. AMPLIFY Clearwater, by past performance, has proven its commitment to the mission of the visitor information center and experience by offering the highest level of public information services to citizens, visitors and businesses. AMPLIFY has historically supplemented the City stipend for the operation of the beach visitor information center with the certain knowledge that it is a valuable service to the entire tourism stakeholder footprint of Clearwater, which includes Clearwater beaches. The true measure of performance is the continuing support and approval from the tourism stakeholders.

1c. Staff contacts –



Amanda Payne, President/CEO, AMPLIFY Clearwater

Amanda Pasdon Payne began her chamber career in her hometown community. Amanda grew up in a small town in Georgia which she left at the age of 26 determined to see the world. Her adventures landed her in Morgantown, West Virginia where she earned her Executive MBA from West Virginia University. Go 'Eers!

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She spent 10 years in West Virginia where she worked to better her community and the state. She served on various boards and aided in various community centered projects including the Girl Scouts, Habitat for Humanity and other child advocacy groups.

Amanda currently serves as the President/CEO of AMPLIFY Clearwater. She also served in the West Virginia House of Delegates for three consecutive terms, serving as Chair of the House Education Committee in her last term and held the position of Vice President and CFO of the West Virginia Chamber of Commerce.

Each of these positions brought with it a unique perspective and opportunity to affect positive change for business, education, health and communities. Amanda believes that knowledge and experience will aid greatly in her continuing to advocate on behalf on the Clearwater business community.

She is an energetic and dynamic individual. Whether working with industry leaders, proudly serving her constituents, volunteering within her community or engaging for change, Amanda views each step of her path all preparatory for the next. Amanda proudly serves on the USF Kate Tiedemann College of Business advisory board.

Amanda resides in Clearwater, Florida with her husband Chris, her two sons, J.C. and Jack.



Kristina Alspaw, Executive Vice President, AMPLIFY Clearwater

With over 2 decades of experience in the hospitality and tourism industry, Kristina brings a wealth of knowledge, history and relationships to her role overseeing the Beach Visitor Information Center. Kristina formerly served as the Visitor Experience Manager at the Clearwater Regional Chamber of Commerce where she worked to support the hospitality industry, rallying them around a common vision and connecting them through education and networking. She spent years managing the Beach Information Center, improving its functionality, design, and available information while enhancing training for the front-line staff. In her new role as Executive Vice President of AMPLIFY Clearwater, Kristina works alongside the CEO to execute the strategic vision of the organization across all departments, still dedicating the majority of her efforts to the tourism industry.

Her work reaches beyond the Clearwater footprint with established relationships and work experience in St. Petersburg, Tampa, and across the state for Florida. She serves as the President for SKAL Tampa Bay Chapter, an elite membership based international tourism professional organization.

Kristina is also on the board for Sunsets at Pier 60 and Ocean Allies. She works closely with most major destination events including The Pier 60 Sugar Sand Festival, Clearwater Jazz Holiday, The Clearwater Super Boat Races, Outback Bowl Beach Day and Game Day, and more. Kristina also oversees all visitor related publications and marketing opportunities including the sales and production of the Official Visitors Guide for Clearwater.

Kristina received her Bachelor of Arts in Hospitality, Recreation and Tourism Management with a minor in International Business. She also holds a certificate from the University of South Florida in Post-Crisis Leadership and is a graduate of Leadership St. Pete

TAB 2-2: RFP #02-21 References

More endorsements provided upon request.

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CLEARWATER BEACH VISITOR INFORMATION CENTER PROPOSAL





October 30, 2020

Amanda Payne
President & CEO
Clearwater Regional Chamber of Commerce
600 Cleveland Street, Suite 100
Clearwater, Florida 33755

Dear Amanda,

On behalf of the Outback Bowl, we highly recommend and support the Clearwater Regional Chamber of Commerce desire to continue its operation of the Clearwater Beach Visitor Information Center at Pier 60.

The CRCC is in a unique position to promote tourism and visitor traffic for local businesses and has been the glue of the northern Pinellas County tourism industry. CRSS has been instrumental in the continued success of the Outback Bowls *Clearwater Beach Day* annual event and a key partner with the Bowl in our promotion of Clearwater and Pinellas County to our tens-of-thousands of annual visitors.

The partnership with your staff has been instrumental and one of the most professional, and important partnerships of our organization.

We look forward to continuing this relationship as we work together to showcase our wonderful region to our visitors, as well as, nationally and internationally.

Sincerely,

A handwritten signature in blue ink, appearing to read "MSL", with a long, sweeping horizontal line extending to the right.

Mike Schulze
Director of Communications & Sponsorships
The Outback Bowl



October 29, 2020

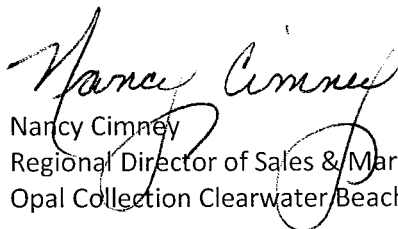
Attn: Amanda Payne
President & CEO
AMPLIFY Clearwater
600 Cleveland Street, Suite 100
Clearwater, Florida 33755

Dear Amanda,

On behalf of the Opal Collection on Clearwater Beach, Opal Sands Resort and the Sandpearl Resort we would like to support AMPLIFY Clearwater in their desire to continue the operation of the Clearwater Beach Visitors Center.

One of the core principles of AMPLIFY Clearwater is to support tourism into Clearwater and to enhance the guest experience. The proven track record of AMPLIFY and previously the Clearwater Regional Chamber of Commerce demonstrates that this organization has ability to operate a welcome center. This particular Welcome Center is a vital communication hub for our visitors and to change this now would be to risk the seamless and vital connection with our visiting guest. It is more important now than ever that we have a group at the center that has their pulse on the community.

Thank you for your time and consideration.


Nancy Cimney
Regional Director of Sales & Marketing
Opal Collection Clearwater Beach

500 Mandalay Avenue ■ Clearwater Beach, FL 33767
727.441.2425 ■ Toll Free: 877.726.3111 ■ Fax: 727.449.9024 ■ www.sandpearl.com

OPAL
COLLECTION

Printed on recycled paper.

LVX
Preferred
HOTELS & RESORTS



October 29, 2020

To Whom It May Concern:

I am please to provide this letter of recommendation for Amplify Clearwater in support of their desire to operate the Clearwater Beach Visitor Information Center.

As Pinellas County's Airport, we have enjoyed many years of working closely with Amplify Clearwater (formerly Clearwater Regional Chamber of Commerce & Clearwater Beaches Chamber of Commerce) to promote our award-winning destination at various tourism related activities and events. We have partnered with Amplify Clearwater by participating and sponsoring their Outback Bowl Beach Bay; traveled with them to Allegiant Air sales missions at their corporate headquarters; serve on the Tourism Advisory Group as a member: participate in their Tourism Partners meetings as a presenter; have had their CEO/President and staff attend new airline and expanded airline service welcome announcements; have been a distribution site for their *Amplify Clearwater* Visitor Guides and Dolphin Trail postcards – just to name a few...

As a member of Amplify Clearwater, we have found them to be responsive and diligent in their representation of the great city of Clearwater! With that said, I recommend Amplify Clearwater without reservation.

Very truly yours,

Jeff Clauss

Director of Air Service Development & Marketing
St. Pete-Clearwater International Airport
jclauss@fly2pie.com

TAB 3: RFP #02-21 Overall Approach

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Overall Approach

3a. Describe in detail the information and any other services to be provided, the type of advertising envisioned, and items to be sold.

Recent upgrades to the space have allowed for optimal organization of collateral and information therein. Printed collateral including guides, maps, and brochures line the walls in an organized and labeled fashion allowing guests to self-serve if desired. A destination specialist staffs the center during all open hours to provide recommendations, directions, and to answer any guest questions. This specialist also sells tickets to partnering attractions such as Busch Gardens and Clearwater Marine Aquarium. In compliance with RFPP #02-21, no competing items from Pier 60 concessions are sold in this space.

3b. An assessment of the proposer's abilities to meet and satisfy the needs of the City, taking into consideration the requested services, additional services and/or expertise offered that exceed the requirements, or the vendor's inability to meet some of the requirements of the specifications.

The tourism goals for AMPLIFY are simple: leverage every opportunity to distinguish Clearwater, mainland and its beaches, as a world class tourist destination.

AMPLIFY embraces the City's RFP, with all due respect for the process, and submits a proposal grounded in optimizing all variables for strengthening tourism within the Clearwater marketplace.

AMPLIFY Clearwater recognizes the need for all marketing to evolve consistent with the innovations of web-based research and purchasing, electronic communications and social media to capture the interest and patronage of media, such as Facebook, Instagram and Twitter, to deliver live-feed and real-time reporting germane to tourists visiting or following Clearwater.

AMPLIFY has established proven performance in the tourism marketing space, which equates to value-added benefits for the City through BVIC. The following products, services and nurtured relationships represent an enhancement to contracted tourism visitor information center services in Clearwater. Most of these items represent a deliverable unique to AMPLIFY Clearwater.

- Availability of matching funds for tourism advertising activities available from VSPC that will generate more overnight visitors. Only Chambers of Commerce are eligible to apply for these matching funds.
- Synergy and stability of memberships, networking and in some cases co-op advertising with VISIT FLORIDA, VSPC, etc. allowing for opportunities to direct focus upon Clearwater and its waterfront destinations.
- AMPLIFY Clearwater produces and distributes the Official Visitors Guide for Clearwater
- Established and proven cooperative relationship with Bandwagon, the agency overseeing public relations and tourism marketing on behalf of the City of Clearwater.
- Continuity and credibility of work with the high profile and high impact major event producers/organizers, including, but not limited to, seizing the opportunity to host and/or participate in events such as the Pier 60 Sugar Sand Festival, Outback Bowl Beach Day, Clearwater Jazz Holiday, the Clearwater Super Boat Races, Clearwater's Dolphin Trail and more.
- In addition to operating BVIC, AMPLIFY Clearwater operates two other visitor center spaces, and is preparing to open a Welcome Center along the Courtney Campbell Causeway in partnership

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with the City. This will create fantastic synergy along the most highly trafficked feeder artery for our visitors.

- Jazz Holiday has its headquarters at the AMPLIFY downtown administrative office. This allows for immediate response to media inquiries, natural opportunities for (co) hosting media FAM trips. Distribution of Jazz collateral to visitors, and for the impulsive affirmation of pride that the City has in this signature event.
- No travel costs incurred for meetings between the City and Chamber staffs with the close proximity of offices, thereby conserving resources that may be applied to other tourism purposes.
- Co-op advertising system in place for the major properties and attractions, which recognize AMPLIFY's expertise and results.
- AMPLIFY Clearwater's executive and staff, board and members support tourism and recognize it as Clearwater's number 1 industry. The combined expertise of these committed staff and volunteer leaders provide incredible intangible resources and invaluable in-kind resources to this body of work.
- AMPLIFY has an established track record for soliciting sponsors for events and activities and has enhanced tourism marketing as a result.
- AMPLIFY has a vested interest in the success of all businesses in Clearwater. Approximately half of all AMPLIFY members function in tourism, AMPLIFY will continue to provide opportunities to these businesses that support their growth and vitality.
- AMPLIFY is uniquely positioned to encourage patronage of tourism stakeholders.

3c. Describe the benefits the City could expect should the respondent be awarded the agreement to operate the BVIC as well as ideas for creativity/innovation that may be implemented.

AMPLIFY has a clear vision and the City will benefit by tourism thriving. Tourism is the crown jewel and a major driver of the Clearwater economy. Paramount to the prosperity of Clearwater's number 1 industry is the strengthening of cooperative efforts and collaboration. No one entity alone has all of the resources necessary to deliver all the work that must be done. AMPLIFY enjoys a productive and mutually beneficial relationship with most affected parties. The rewarding partnership with the City and AMPLIFY expands well beyond just the tourism visitor information center contract. AMPLIFY's ability to liaise with all levels of government, the business community, media, other chambers, residents and visitors allows for heightened performance as it relates to the tourism visitor information center contract.

Additionally, AMPLIFY Clearwater has a separate contract with Bandwagon to create the brand voice and implement it across many mediums including website, social media, and print media such as the Official Clearwater Vacation Guide. This encourages a united voice across the market and creates additional opportunity for creativity with future projects and initiatives.

3d. Describe any partnerships or opportunities for coordinated marketing efforts through Visit St.Pete/Clearwater.

AMPLIFY Clearwater enjoys a strong partnership with Visit St. Pete/Clearwater with open communications with multiple departments within their operation. AMPLIFY staff has led the charge county-wide for a more coordinated and cohesive messaging opportunity within the visitor information centers. This includes distribution racks, free guest items like hand sanitizers and sunscreen, and access to their online hotel booking widgets. VSPC also includes a full-page advertisement in the Visitors Guide and includes

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our Visitors Center locations on their maps and information pieces both digitally and in print. AMPLIFY partners with VSPC with special events in market, sales missions, destination FAMs, and education of the industry through Tourism Partner Meetings as VSPC Marketing Summits.

3e. Provide a strategy to communicate services and information between others within the industry in accordance with all public and private partnerships.

AMPLIFY Clearwater seeks out all available opportunities to get the Pier 60 Visitor Information Center on Visitor maps and materials, encouraging awareness for visitors and advertisers about the opportunity to promote through this space. This includes but is not limited to VISIT FLORIDA Vacation Guide, Visit St.Pete/Clearwater's Destination Magazine, WHERE Tampa Bay, The Welcome Guide Map, the Official Visitors Guide of Clearwater and more. Additionally, media kits to become an advertiser are available on our website, distributed through our newsletter, and printed to be kept available at Pier 60 should an interested advertiser inquire. This media kit is provided to all new members of AMPLIFY Clearwater when they join the Chamber of Commerce and shared cooperatively with other Chambers of Commerce, Visit St.Pete/Clearwater, Bandwagon, and the City of Clearwater upon request.

TAB 4: RFP #02-21 Financial Plan

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Financial Plan

4a. Having operated the BVIC since inception, AMPLIFY has a documented history of financial management which includes supplementing the City's annual stipend of \$50,000 remitted to AMPLIFY in quarterly installments.

Annual operating costs for the contract period beginning February 1, 2021 are estimated as follows. These are all based on current market conditions such as workers comp, current minimum wage, and unemployment tax rate, all of which are subject to change:

• Salaries & wages, including payroll taxes and payroll fees	\$88,000
• Annual Telephone & Internet connections	\$2,800
• Merchant service/credit card fees	\$2,100
• IT/Equipment	\$3,000
• Insurances	\$1,475
• Staff Education & Training	\$500
• Cleaning and Maintenance supplies, including increased COVID sanitization	\$2,000
• Display items	\$650
• Attraction Tickets	\$27,000

Total projected expense to operator **\$127,525**

Annual income/revenue for the contract period beginning February 1, 2021 are estimated as follows:

• BVIC Advertiser fees	\$10,000
• BVIC Attraction Tickets	\$28,000
• BVIC Stipend from City of Clearwater	\$50,000

Total projected revenue to operator **\$88,000**

Projected investment required by operator: **\$39,525**

AMPLIFY will continue to prospect additional sources of revenue for the BVIC with the ultimate goal to make it self-sustaining. This includes additional visibility for advertisers, an increase in the number of advertisers, and an expansion of area attraction tickets available for sale.

It is important to note that we are learning in a post-COVID environment, traditional printed advertising is no longer the medium of choice for our advertisers. With that in mind, integrating digital opportunities will be vital. All projections above are based on historical conditions and projections for digital transition are ongoing.

4b. List of credit references and resources available to perform the activities outlined in your proposal

Dotti Overton, The Bank of Tampa, 727-502-8445, doverton@bankoftampa.com

Debra Jones, Regions Bank, 727-467-1001, debral.jones@regions.com

More credit references available upon request

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4c. Describe the goals for the BVIC and measures of performance to be used

In line with the 15 years of operating experience in this space, AMPLIFY aims to continually enhance and deliver unparalleled concierge-type services for our destination through a dedicated and skilled team, creating geometric ROI to the City through visitor patronage of area businesses, restaurant and retail. This enhances economic development by encouraging repeat visitation and relocation of their families and businesses. Performance will be measured through renewing and new advertisers in the space, testimonials of industry partners, and visitor reviews of their experience through channels such as TripAdvisor.

TAB 5: RFP #02-21 Operations and Management Plans

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Operations and Management Plans

5.1 Operations Plan

a. Staffing Proposal – AMPLIFY proposes using a combination of paid hourly staff as well as volunteers to staff this space.

b. Schedule of Operations – AMPLIFY has reviewed the established plan of operation, which is dictated by existing, in-force Management Agreement with the City, and by STANDARED TERMS AND CONDITIONS recited in the RFP #02-21. Upon review of historical visitation data, hours of operation, destination special events and shifts in seasonal trends, AMPLIFY recommends and adjusted schedule to ensure optimal visitor services. During peak seasons, we recommend extended hours 7-days per week. During slower seasons, we recommend a more limited schedule, supplemented by the other visitor spaces that we operate along Clearwater Beach. Should we be selected to operate this space, we are prepared to review an acceptable schedule in-depth alongside City staff.

Team members will operate independently, one-at-a-time in this space and will have all of the necessary tools and resources to do so effectively. With shift changes and delivery access, AMPLIFY will need access to 2 parking spaces on Clearwater Beach.

5.2 Management Plan

a. BVIC staff is accountable for daily maintenance, cleanliness and tidiness of the center itself. BVIC staff relies upon AMPLIFY for non-routine maintenance and the City has a role in some maintenance items per the specifications outlined in RFP #02-21.

BVIC staff is trained for response to a variety of challenges/issues. In addition to knowing when to call 911, the BVIC staff has a directory of numbers to resolve visitor questions and any life safety issues.

TAB 6: RFP #02-21 Other Forms

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EXCEPTIONS / ADDITIONAL MATERIAL / ADDENDA

Proposers shall indicate any and all exceptions taken to the provisions or specifications in this solicitation document. Exceptions that surface elsewhere and that do not also appear under this section shall be considered invalid and void and of no contractual significance.

Exceptions (mark one):

****Special Note – Any material exceptions taken to the City's Terms and Conditions may render a Proposal non-responsive.**

_____ No exceptions

_____ Exceptions taken (describe--attach additional pages if needed)

Additional Materials submitted (mark one):

_____ No additional materials have been included with this proposal

_____ Additional Materials attached (describe--attach additional pages if needed)

Acknowledgement of addenda issued for this solicitation:

Prior to submitting a response to this solicitation, it is the vendor's responsibility to confirm if any addenda have been issued.

Addenda Number	Initial to acknowledge receipt

Vendor Name _____

Date: _____

VENDOR INFORMATION

Company Legal/Corporate Name: _____

Doing Business As (if different than above): _____

Address: _____

City: _____ State: _____ Zip: _____ - _____

Phone: _____ Fax: _____

E-Mail Address: _____ Website: _____

DUNS # _____

Remit to Address (if different than above):

Address: _____

City: _____ State: _____ Zip: _____

Order from Address (if different from above):

Address: _____

City: _____ State: _____ Zip: _____

Contact for Questions about this proposal:

Name: _____ Fax: _____

Phone: _____ E-Mail Address: _____

Day-to-Day Project Contact (if awarded):

Name: _____ Fax: _____

Phone: _____ E-Mail Address: _____

_____ Certified Small Business

Certifying Agency: _____

_____ Certified Minority, Woman or Disadvantaged Business Enterprise

Certifying Agency: _____

Provide supporting documentation for your certification, if applicable.

VENDOR CERTIFICATION OF PROPOSAL

By signing and submitting this Proposal, the Vendor certifies that:

- a) It is under no legal prohibition to contract with the City of Clearwater.
- b) It has read, understands, and is in compliance with the specifications, terms and conditions stated herein, as well as its attachments, and any referenced documents.
- c) It has no known, undisclosed conflicts of interest.
- d) The prices offered were independently developed without consultation or collusion with any of the other respondents or potential respondents or any other anti-competitive practices.
- e) No offer of gifts, payments or other consideration were made to any City employee, officer, elected official, or consultant who has or may have had a role in the procurement process for the services and or goods/materials covered by this contract.
- f) It understands the City of Clearwater may copy all parts of this response, including without limitation any documents and/or materials copyrighted by the respondent, for internal use in evaluating respondent's offer, or in response to a public records request under Florida's public records law (F.S. 119) or other applicable law, subpoena, or other judicial process.
- g) Respondent hereby warrants to the City that the respondent and each of its subcontractors ("Subcontractors") will comply with, and are contractually obligated to comply with, all Federal Immigration laws and regulations that relate to their employees.
- h) Respondent certifies that they are not in violation of section 6(j) of the Federal Export Administration Act and not debarred by any Federal or public agency.
- i) It will provide the materials or services specified in compliance with all Federal, State, and Local Statutes and Rules if awarded by the City.
- j) It is current in all obligations due to the City.
- k) It will accept such terms and conditions in a resulting contract if awarded by the City.
- l) The signatory is an officer or duly authorized agent of the respondent with full power and authority to submit binding offers for the goods or services as specified herein.

ACCEPTED AND AGREED TO:

Company Name: _____

Signature: *Amanda Payne* _____

Printed Name: _____

Title: _____

Date: _____

SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST CERTIFICATION FORM
THIS FORM MUST BE COMPLETED AND SUBMITTED WITH THE BID/PROPOSAL.
FAILURE TO SUBMIT THIS FORM AS REQUIRED MAY DEEM YOUR SUBMITTAL
NONRESPONSIVE.

The affiant, by virtue of the signature below, certifies that:

1. The vendor, company, individual, principal, subsidiary, affiliate, or owner is aware of the requirements of section 287.135, Florida Statutes, regarding companies on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel; and
2. The vendor, company, individual, principal, subsidiary, affiliate, or owner is eligible to participate in this solicitation and is not listed on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel; and
3. "Boycott Israel" or "boycott of Israel" means refusing to deal, terminating business activities, or taking other actions to limit commercial relations with Israel, or persons or entities doing business in Israel or in Israeli-controlled territories, in a discriminatory manner. A statement by a company that it is participating in a boycott of Israel, or that it has initiated a boycott in response to a request for a boycott of Israel or in compliance with, or in furtherance of, calls for a boycott of Israel, may be considered as evidence that a company is participating in a boycott of Israel; and
4. If awarded the Contract (or Agreement), the vendor, company, individual, principal, subsidiary, affiliate, or owner will immediately notify the City of Clearwater in writing, no later than five (5) calendar days after any of its principals are placed on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel.

Amanda Payne
 Authorized Signature
Amanda Payne
 Printed Name
President/CEO
 Title
Amplify Clearwater
 Name of Entity/Corporation

STATE OF Florida
 COUNTY OF Pinellas

The foregoing instrument was acknowledged before me by means of ☒ physical presence or ☐ online notarization on, this 9 day of Nov, 2020, by Amanda Payne (name of person whose signature is being notarized) as the Rishi J (title) of Notary Public (name of corporation/entity), personally known ✓, or produced FLDL (type of identification) as identification, and who did/did not take an oath.



Rishi Jethwa
 NOTARY PUBLIC
 STATE OF FLORIDA
 Comm# GG365633
 Expires 8/14/2023

Rishi Jethwa
 Notary Public
Rishi
 Printed Name

My Commission Expires: 8/14/2023
 NOTARY SEAL ABOVE

Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the
requester. Do not
send to the IRS.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. The Greater Clearwater Chamber of Commerce	
	2 Business name/disregarded entity name, if different from above Amplify Clearwater	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.)
	☐ Individual/sole proprietor or single-member LLC	☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
	☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.	
	☐ Other (see instructions) ► _____	
	5 Address (number, street, and apt. or suite no.) See instructions. 600 Cleveland Street; Suite 204	
6 City, state, and ZIP code Clearwater, FL 33755		
7 List account number(s) here (optional)		
Requester's name and address (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
5	9	-	0	1	9	6	9	5

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ► <i>Amanda Payne</i>	Date ► <i>10/15/19</i>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.