



Florida's Dynamic
Waterfront Community

RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

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September 29, 2020

To Whom It May Concern:

It is my pleasure to recommend The M/S Factor—a provider of marketing, advertising, and community and government relations—to any public or private sector entity requiring these professional services. This unique firm was contracted by the Riviera Beach CRA for 18 months, and took a great many of our initiatives to the next level.

From the team's improvement of our event marketing and promotion, development of social media content, email marketing and more, to attendance at our weekly CRA meetings, and seamless communication and coordination with our staff, The M/S Factor was a pleasure to work with. This firm was instrumental in transforming CRA staff project concepts into tangible and successful marketing. The CRA's 2019 Annual Report won a "Best of State" award from the Florida Redevelopment Association.

The M/S Factor's knowledge and experience with branding, marketing, media relations, social media, copywriting, graphic design, event promotion, and related services is remarkable, and as a result, the visibility of the CRA increased dramatically as evidenced by all metrics.

On a personal level, The M/S Factor staff was always friendly, professional, and willing to pitch in, and even provided a smooth, cooperative transition as their contract came to a close.

I highly recommend The M/S Factor without hesitation. Please feel free to contact me at 561-844-3408.

Sincerely,

A handwritten signature in blue ink that reads "Annetta Jenkins". The signature is fluid and cursive.

Annetta Jenkins
Director of Neighborhood Services
Riviera Beach CRA