

March 2, 2018

To Whom It May Concern:

I am writing to recommend The Merchant Strategy, Inc. (TMS) for public involvement and community relations services.

My first interaction with TMS was during Landstar Development Group's entitlement process to build on the property formerly known as the Vavrus Property, now known as "Avenir". Landstar engaged TMS to help facilitate and engage residents and business owners. As part of this, many large and small scale public meetings were held; TMS President Sharon Merchant was extremely active in that process. This approach led to quality community outreach and enabled the public to be informed about the project.

The second project of which I am aware is the FDOT Northlake PD&E Study. The Napleton Group hired TMS to reach out to residents, business owners and the three impacted municipalities, including Palm Beach Gardens, to be informed about the project. Again, TMS was engaged and active in that process, attending several meetings with various public and private entities.

I am happy to recommend TMS. If you have any questions, please feel free to contact me at ncrowley@pbgfl.com or 561-799-4243.

Sincerely,



Natalie Crowley, AICP
Director of Planning & Zoning
City of Palm Beach Gardens