



# Balsera Communications

PUBLIC AFFAIRS MEDIA RELATIONS

## CAPABILITY STATEMENT

Convenience Security

### CORE COMPETENCIES

Our areas of expertise include infrastructure communications, community grassroots engagement, media relations, crisis management, government relations and multicultural outreach.

We offer integrated solutions that are based on our deep understanding of how public opinion changes, why it veers in a certain direction and how that ultimately drives decision makers. Our relationships are broad, deep and include an extensive network of community thought leaders and professional journalists from top-tier media outlets with influence and credibility. Whether in English, Spanish or Creole, no firm is better able to position their clients with target audiences across a broad spectrum.

### PAST PERFORMANCES



#### MIAMI-DADE WATER AND SEWER DEPARTMENT (WASD)

##### Design build Shenandoah Betterment System Project

**\$30.5 million**

Managed public engagement in one of the oldest areas in Miami. Balsera served as the liaison between the Homeowners Association and WASD. Outreach efforts included weekly updates of MOT and project schedule through digital media, print materials and going door-to-door. Facilitated responses to elected officials and private citizens.



#### FLORIDA DEPARTMENT OF TRANSPORTATION DISTRICT SIX

##### Miami Intermodal Center (MIC)

**\$2 billion**

Provided community, government, and media engagement for the MIC Program. Maintained the website, developed PowerPoint presentations, brochures, fact sheets and other print materials. Responded to day-to-day inquiries from private citizens, business owners, public officials and local, national, international, construction, and other trade media outlets and organizations. Conducted site tours and coordinated community meetings, elected official briefings and special events.



#### FLORIDA DEPARTMENT OF TRANSPORTATION DISTRICT SIX

##### I-95 Corridor Wide Planning Study

**\$3 million**

Drafted a public involvement plan for municipal and agency outreach. Worked with project leaders to create a Project Advisory Team to obtain input from public officials, transportation agencies, planning bodies and community stakeholders.

### WE SPECIALIZE IN:

- Infrastructure public engagement outreach
- Media relations, training, monitoring and analysis
- Paid and earned media placement
- Effective messaging delivered via social media
- Multilingual campaigns reaching Spanish, Creole and English-language dominant audiences

### DIFFERENTIATORS

- ✓ Bilingual and multicultural professionals with an ability to deliver high-quality communications and community engagement campaigns to diverse audiences.
- ✓ Extensive audience research and analysis of community characteristics prior to launching campaigns. Interface with public officials, influencers and businesses to ensure that our clients are perceived as responsive and energetically engaged in the community.

### CERTIFICATIONS

**DBE • ACDBE • SBE • MBE • FMSDC • NMSDC**



**Miami-Dade County**  
Certified Small Business Enterprise  
Goods and Services



**Miami-Dade County Public Schools**  
Minority/Women Business Enterprise  
Small Business Enterprise



**Florida Certified Business Enterprises**  
Minority-owned Business Enterprise



**Florida State Minority Supplier Development Council**  
Minority Business Enterprise



**US Department of Transportation**  
Airport Concessions Disadvantaged Business Enterprise  
Disadvantaged Business Enterprise

### COMMODITY CODES

**NAICS: •541820**

**NIGP: •91500 •91503 •91522 •91573  
•91826 •96151**

**SIC: •8743 •7319**