

# THE PMGA POST



## A MESSAGE FROM THE PRESIDENT

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### Greetings!

PMG Associates, Inc. has been keeping very busy this fall season as we continue to faithfully tackle projects and work for public and private clients. As we welcome the year 2009 the staff of PMGA will be working with the same degree of energy, determination, and experience they possessed in 2008. I encourage you to visit our website at [www.pmgassociates.com](http://www.pmgassociates.com) to find out more about our firm including past projects, current news stories,

state certifications, and staff introductions. We look forward to adding you to our growing list of clientele and demonstrating PMGA's fine work and accomplishments. I wish you a safe and happy holiday season.

—Kathy Gonot  
President of PMGA



Main Office Located in Coconut Creek, Florida

## BROWARD NEWS: From Beaches to Fees



Broward Beach

PMGA has often worked with Broward County on numerous projects. Recently, the firm has assisted in two projects: one involving replenishing beaches in the County and the other concerned with evaluating fee schedules. For the **Broward Beaches Study**, the County is exploring the prospects of buying sand from offshore

Bahamas to renourish the beaches that have been damaged from the effects of erosion. PMGA identified tourism levels and economic impacts for both areas to determine the potential compensation.

Another project is an evaluation of the current County fee schedules for the **Contractor Licensing**

**Enforcement (CLE) Section and the Elevator Safety Section.** Two specific evaluations were conducted: First, the actual cost determination identifying the specific costs incurred in delivery of the service and second, the comparison with other jurisdictions of similar nature.

## SURVEYING THE PUBLIC

When it comes to surveys, if you want the right answers PMGA believes that you've got to ask the right people, the right questions, the right way. PMGA understands the fact that if one asks the public, they will tell you and that the public's perception is often reality. To ensure the best results, our firm insures that the questions asked are not misleading and generate defining information, while guaranteeing that a representative cross-section of the community is surveyed. Types of studies offered by PMGA include Telephone, Direct Mail, Focus Group, and Personal Interview. Recently, our firm has worked on several survey projects. The **Boca Raton Police Study** required information regarding interaction with officers, crime level in various neighborhoods, and identification of public concerns. For FDOT, PMGA completed data entry services on a **I-95 Survey Project** using SPSS software which included compiling data into a report with frequencies and percentages. Lastly, the **Coral Springs Streets Customer Service Project** involved a survey regarding customer generated requests for service and information.

## BREVARD TOURISM



This year long study evaluated the costs to serve the annual tourist population through interviews at hotels/time shares/seasonal properties and at events in the area. Through out the year, PMGA sent teams of surveyors to ask tourists for their input in order to measure their interest in the County. To achieve the best results, the surveyors evaluated tourists in key locations such as Cape Canaveral and at annual events like the Ron Jon Easter Surf Festival. Evaluation and review of departmental expenditures was also examined to determine the impact of tourists on police, fire, parks, administration, public works, and sanitation.

## PMGA and HOUSING

Assisting communities with housing opportunities has been a particular interest for PMGA and our record of success is something that we are especially proud of. Previous and on-going projects have included analyses of affordable housing and impediments to housing opportunities for all citizens.

In **Durham, North Carolina**, we completed a market study for a HOPE VI housing project. For **Spartanburg County, South Carolina**, our responsibilities included the market demand analysis as required for the Consolidated Plan. This analysis focused on all of the special needs population from Low-Income to disabled households. The **Northwest Fort Lauderdale-Progresso-Sistrunk Community Redevelopment Agency** engaged PMGA to complete a market demand analysis to provide housing and

Commercial development for a target community of the City. The **City of West Palm Beach, Florida** sought a mechanism to insure the Affordable Housing was provided throughout the City. PMGA prepared the Residential Incentive Program (RIP) that set aside a percentage of Affordable Housing in new projects. Our responsibilities for **Miami-Dade County, Florida** included the completion of the Consolidated Plan which is required for continued HUD funding of the programs. Additionally, PMGA prepared a program to reduce the backlog on the waiting lists for persons seeking placement by the Housing Authority.

PMGA specializes in providing responsible plans for all residents of the community to find decent housing, at a fair price.



## *PMGA SUPPORTS FRIENDS OF THE BLUE RIDGE PARKWAY, Inc.*



**FRIENDS of the Blue Ridge Parkway, Inc.** is a non-profit, volunteer organization determined to “preserve, protect and promote the outstanding natural beauty, ecological vitality, and cultural distinctiveness of the Blue Ridge Parkway and its surrounding scenic landscape.” To accomplish this great mission, the FRIENDS of the Blue Ridge Parkway, Inc. educate and provide the public with information on conservation and environmental education, along with raising funds to support various projects including saving parkway views and preserving the Hemlock forest. This year, FRIENDS celebrates its 20th Anniversary of fine service. As members, PMGA encourages you to visit this organization’s website at [www.blueridgefriends.org](http://www.blueridgefriends.org), and consider becoming a member too and offering your support to their worthy causes.

(Source: FRIENDS of the Blue Ridge Parkway, Inc.: 2008)



### Fast Facts about the

#### Parkway and FRIENDS of the Blue Ridge Parkway, Inc.

- Over 7,000 members belong to the Organization.
- The parkway stretches 469 miles through Virginia and North Carolina.
- In 1993, FRIENDS opened a national toll free Parkway info line to provide Parkway information to callers from around the country. The info line serves more than 4,000 callers per year.
- In 2007, over 1,000 trees were planted by over 700 volunteers.

(Source: FRIENDS of the Blue Ridge Parkway, Inc.: 2008)

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## MISSION STATEMENT

The basic business premise of PMG Associates, Inc. (PMGA) is to provide economic, management and marketing services to a variety of public and private clients. The firm was founded in 1984 by Kathy and Phil Gonot, and has been serving clients throughout the United States, the Caribbean, and Mexico since then. PMGA is a Minority Business Enterprise (Woman Owned Business) which specializes in the financial and planning aspects of development.

PMGA strives to provide our clients with the most cost effective solution to the questions they face. Analyses are performed not only to meet an academic measurement of data, but also to identify the meaning of the numbers and how they impact the community.



## TRI-RAIL SURVEYORS RECOGNIZED

This past summer, PMG Associates was contracted to conduct an on-board ridership survey of Tri-Rail passengers, analyze the collected data, and submit final reports for the South Florida Regional Transportation Authority. In order to successfully evaluate the public, PMGA worked with a dozen hard working men and women, who formed into teams of surveyors for both the northbound and southbound trains. As an additional incentive to encourage and produce quality survey results, PMGA promised to award two surveyors with gift certificates to a local restaurant. Therefore, on July 15, PMGA recognized the outstanding effort of Jeremy Willard and Bruce Guyton. Not only did these two surveyors meet the PMGA's expectations but exceeded them by collecting the largest number of completed surveys for each of their teams. Congratulations to these two gentlemen.



PMGA's Joel Cohen stands with surveyor Bruce Guyton.



PMGA's Joel Cohen awards surveyor Jeremy Willard with gift certificate.