



## SECTION 2 – SPECIAL TERMS AND CONDITIONS

### **2.1** PURPOSE

The purpose of this Request to Qualify (RTQ) is to establish a Pool of pre-qualified marketing and advertising firms/agencies with applicable expertise to develop special marketing and advertising projects that will generate non-tax revenue opportunities for the County. Services will include, but not be limited to: creative development of concepts for projects; market and sales valuations; and full-service support for the implementation of select County products/assets in a variety of marketing and advertising projects.

Entry into the pre-qualification pool is not a contract between Miami-Dade County and any member of the pool, but rather is an acknowledgement that the pool member satisfies the pre-qualification criteria set forth below for membership in the pool. Pre-qualified vendors will be invited to participate in future spot market competitions. The pool shall remain open for the term of the RTQ, enabling vendors to qualify at any time after the initial RTQ opening date.

### **2.2** TERM

The pre-qualification pool will begin on the first calendar day of the month succeeding approval by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter which is distributed by the County's Internal Services Department, Procurement Management Services Division, and contingent upon the completion and submittal of all required RFQ documents. The pre-qualification pool shall expire on the last day of the last month of the sixtieth month period.

### **2.3** PREQUALIFICATION REQUIREMENTS

Qualified Respondents will be invited to participate on non-recurring projects as an invitation for quote providing a proposal per project/service requested. All Responses must be submitted with the provided Pre-Qualification Response Form and supporting documentation. Respondents should submit the following information with the Pre-Qualification Response Form:

1. Submit two (2) references to demonstrate that the Respondent is engaged in:
  - (a) marketing and/or advertising projects that include sales component;
  - (b) developing rate cards and implementing sales strategies;
  - (c) managing advertising and marketing project-related tasks including, but not limited to:
    1. Valuations
    2. Promotion for sales
    3. Negotiating advertising licenses/contracts
    4. Controlling the placement and/or removal of any means of advertising venues and/or activities

The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the

Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

2. Provide experience record (copies of analyses, reports, studies, findings, recommendations, marketing decks, infographics, etc.) for two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing successful marketing and/or advertising projects that included a sales/revenue component.

All Respondents submitting qualification documents are required to submit all specified information, documents and attachments as proof of compliance to the qualification requirements. Respondents must identify in the submittal the group(s) for which they are submitting. Miami-Dade County, at its sole discretion, may allow a Respondent to complete the qualification requirements information/documents during the evaluation period. The County reserves the right to verify the information submitted by the Respondent and to obtain and evaluate additional information, as it deems necessary to ensure the Respondent's qualifications. The County shall be sole judge of the Respondent's conformance with the qualification requirements and its decision shall be final.

#### **2.4 SPOT MARKET COMPETITIONS**

Future spot market competition(s) may be conducted by the County through the following processes:

- a. Work Order Proposal Requests (WOPR): a quality or quality and price evaluation with award based on rankings/points.
- b. Request for Quotations (RFQ): award based on the highest revenue offered.

In addition to the methods stated above, the County reserves the right to conduct future competitions using whichever process it determines to be in its best interest. The procurement process to be followed will be defined in the spot market documents at the time of competition.

#### **2.5 STRUCTURE OF POOL**

It is the County's intention to create a Pool of qualified advertising and marketing agencies who are interested in partnering with the County on developing and implementing non-tax, revenue-sharing strategies to a portfolio of County owned assets. Proposers are encouraged to also suggest innovative and new projects for the County that achieve the goal of revenue generation. The County may add new agencies to the Pool and may also add new deliverables.

County will not incur any additional costs from any project done through this Pool, the proposer(s) will be responsible for any extraordinary or special costs incurred to implement a project.

Depending on the project, a proposer can elect to be responsible for furnishing of all labor, materials, equipment, services and incidentals in exchange for the rights of selling advertising and/or marketing/sponsorship services for a specific County asset. Alternatively, a proposer can elect to only provide sales services to generate advertising/marketing revenue directly to the County.

Only costs that have previously been budgeted for and are directly related to the development of the project, will be approved by the County. The County will use revenues generated to offset costs incurred by the County. All surplus revenues generated will also be appropriated back to the originating Department/fund.

Once a project has been identified and proposed by a Pool participant, the County and originating Department reserve the right to accept or decline the project. Any costs incurred by a Pool participant in submitting a project proposal or responding to a Work Order request to the County will be the sole responsibility of the Pool participant.

**2.6 INDEMNIFICATION AND INSURANCE**

**2.7 ADDITIONAL SERVICES**

At the County's sole discretion the selected Pre-Qualified Vendor(s) may be requested to provide additional services, as defined and required by the Office of Management and Budget. The County reserves the right to award additional services for, and updates to, a previously awarded Work Order to the same Vendor selected for the original Work Order or to solicit all applicable pre-qualified vendors.

**2.8 LICENSES, PERMITS AND FEES**

The Pre-Qualified Vendor(s) shall obtain and pay for all licenses, permits and inspection fees required for this project; and shall comply with all laws, ordinances, regulations and building code requirements applicable to the work contemplated herein. Damages, penalties and or fines imposed on the County or the selected Pre-Qualified Vendor(s) for failure to obtain required licenses, permits or fines shall be borne the selected Pre-Qualified Vendor(s).

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## **SECTION 3 – TECHNICAL SPECIFICATIONS**

### **3.1 INTRODUCTION**

The purpose of this RTQ is to establish a Pool of pre-qualified marketing firms, media companies, and advertising agencies with applicable expertise to develop and implement creative and non-traditional revenue-generating marketing and advertising projects for the County. The County anticipates establishing a Pool that represents a diverse range of firms and agencies for all types of projects. Proposers will not receive a fee for any services from the County, but rather receive a portion of the revenues generated by them on a per project basis. Proposers will submit their proposed financial models (revenue sharing model) with each project work order.

### **3.2 SCOPE OF SERVICES**

The County seeks to create a Pool of firms/agencies with proven expertise in conceiving and executing large-scale advertising and marketing/sponsorship projects that may include (but are not limited to) the following deliverables:

#### **1. Indoor/Interior Spaces and Facilities Advertising Opportunities**

- Wall signage
- Video/digital screens
- Interactive kiosks
- Audio messaging
- Product placements

#### **2. Outdoor/Exterior Spaces and Facilities Advertising Opportunities\***

- Wall murals and adhesives
- Free-standing signage
- Vehicle wraps
- Parking garages
- Product placements

*\*It is contractor's responsibility to perform all due diligence required and to obtain any and all required permits and governmental approvals to ensure any outdoor/exterior advertising format above conforms to any and all applicable laws and regulations prior to the placement of any advertisements and structures.*

#### **3. Print Advertising Opportunities**

- County publications (i.e. Hurricane Readiness Guide, Parks Quarterly/Annual Guide, etc.)
- Direct mail pieces (i.e. Waste Service Guide, Recycling Calendars, etc.)
- Transit maps and passes
- Public Parks promotional collaterals
- Public Libraries promotional collaterals

#### 4. Digital & Mobile App Advertising Opportunities

- Developing digital advertising opportunities in new and improved County mobile apps
- Developing online advertising opportunities for select County websites
- Develop creative social media revenue generating strategies for County projects

