Project/Contract Title: VIZCAYA MARKETING AND PUBLIC RELATIONS SERVICES  
Project/Contract No: RQVZ1400001 (EPP-RFP 895)  
Department: INTERNAL SERVICES DEPARTMENT  
Estimated Cost of Project/Bid: $150,000.00  
Description of Project/Bid: To establish a contract for the advertising, marketing, and branding services for Vizcaya Museum and Gardens.

### Contract Measures Recommendation

<table>
<thead>
<tr>
<th>Measure</th>
<th>Program</th>
<th>Goal Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Aside</td>
<td>SBE</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

**Reasons for Recommendation**

This project meets all the criteria set forth in 1.O. # 3-41.

SBE and Micro-SBE firms certified in the applicable Commodity Codes were polled; sufficient responses from these firms supports the Set-Aside.

Commodity Code: 91503-Advertising/Public Relations (Incl. Skywriting); 91806-Administrative Consulting; 91826-Communications: Public Relations Consulting; 91876-Marketing Consulting; 96153-Marketing Services (Incl. Distribution, Research, Sales Promotions, Etc.)

### Small Business Contract Measure Recommendation

<table>
<thead>
<tr>
<th>Subtrade</th>
<th>Category</th>
<th>Estimated Value</th>
<th>% of Items to Base Bid</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBE</td>
<td></td>
<td>$150,000.00</td>
<td>100.00%</td>
<td>7</td>
</tr>
</tbody>
</table>

**Total**  
$150,000.00

Living Wages: YES ☐ NO X  
Responsible Wages: YES ☐ NO X

**Review Recommendation**

Tier 1 Set Aside □ Tier 2 Set Aside □  
Set Aside Level 1 □ Level 2 □ Level 3 □  
Trade Set Aside (MCC) Goal □ Bid Preference □  
No Measure Deferred □  
CWP □

Selection Factor: □

[Signature]  
Date: 11/14/14

(BOFR0090 v20130118)