



Small Business Development Division Project Worksheet

Project/Contract Title: VIZCAYA MARKETING AND PUBLIC RELATIONS SERVICES **Received Date:** 12/04/2013
Project/Contract No: RQVZ1400001 (EPP-RFP 895) **Funding Source:**
Department: INTERNAL SERVICES DEPARTMENT **VIZCAYA OPERATING**
Estimated Cost of Project/Bid: \$150,000.00 **BUDGET**
Description of Project/Bid: To establish a contract for the advertising, marketing, and branding services for Vizcaya Museum and Gardens. **Resubmittal Date(s):**

Contract Measures Recommendation		
Measure	Program	Goal Percent
Set Aside	SBE	100.00%

Reasons for Recommendation

This project meets all the criteria set forth in I.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				
Subtrade	Cat.	Estimated Value	% of Items to Base Bid	Availability
	SBE	\$150,000.00	100.00%	7
Total		\$150,000.00		

Living Wages: YES NO

Responsible Wages: YES NO

Responsible Wages and Benefits applies to all construction projects over \$100,000 that do not utilize federal fund. For federally funded projects, unless prohibited by federal or state law or disallowed by a governmental funding source, the HIGHER wage between Davis Bacon and Responsible Wages and Benefits shall apply.

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 _____	Selection Factor _____	
CWP _____	 SBD Director	1/14/14 Date	