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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

Memorandum

MIAMI-DADE COUNTY

Date: February 2, 2016

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Agenda Item No. 8(F)(3)

Subject: Recommendation for Approval of a Designated Purchase under Contract No. RFQ806, Marketing and Public Relations Services

Resolution No. R-104-16

Recommendation

It is recommended that the Board of County Commissioners (Board) approve this request for a designated purchase under *Contract No. RFQ806, Marketing and Public Relations Services*, for the Department of Cultural Affairs and the Miami-Dade Public Library System. Approval of a designated purchase is being requested, pursuant to Section 2-8.1(b)(3) of the Miami-Dade County Code, to authorize the extension of the current contract term by six (6) months and increase the allocation by $554,000 to ensure uninterrupted delivery of marketing, advertising, and public relations services while the long-term replacement contract is developed, competed, and awarded. Under the replacement contract, these services will be expanded to include all departments with service delivery being overseen by the Communications Department.

This contract was competitively established in July 2012 for a three-year term plus a three-year option to renew to provide marketing, advertising, media, and public relations services for the Department of Cultural Affairs. The County has elected not to exercise the option to renew term, as the contract's scope of services will be overhauled to reflect the centralization of countywide marketing and advertising needs under the Communications Department. The Department of Cultural Affairs has used this contract to market and brand the South Miami-Dade Cultural Arts Center and its Culture Shock Miami initiative, a program that encourages high school and college students to purchase discounted tickets for a variety of cultural events. In October 2014, the Library System was added to this contract, as recommended by the Mayor's Blue Ribbon Task Force for the Miami-Dade Public Library System, which was created to develop a blueprint for the future of the Library System. Through this contract, the Library System has embarked upon a broad-reaching, refreshed identity development initiative.

The current contract term was extended administratively by six (6) months under the County Mayor's delegated authority. This item is presented for Board approval as a designated purchase because the Administration has exhausted its authority to extend the contract and competition is currently not practicable as the replacement solicitation is being developed. It is anticipated that the replacement contract will be presented to the Board for award in summer 2016. Developing the replacement solicitation requires significant time and resources, as the Communications Department is collaborating with County departments to finalize comprehensive specifications to meet countywide marketing and public relations needs. Accordingly, it is in the best interest of the County to authorize this designated purchase to maintain uninterrupted marketing, advertising, and public relations efforts for the Department of Cultural Affairs and Library System, while the new solicitation is developed to encompass a broader reach, as defined by the Communications Department.

Scope

The impact of this item is countywide in nature.

Fiscal Impact/Funding Source

The contract is in its initial three-year term. The additional time will extend the contract's expiration date by (6) months, from February 29, 2016 to August 31, 2016. The additional allocation amount requested for the extension period is $554,000.

Department	Allocation for Initial Contract Term	Additional Allocation Requested	Modified Allocation	Funding Source	Contract Manager
Cultural Affairs	$947,000	$454,000	$1,401,000	Proprietary Revenue	Deborah Margol
Library System	100,000	100,000	200,000	Library District	Ray Baker
Total:	**$1,047,000**	**$554,000**	**$1,601,000**		

Track Record/Monitor

Maggie Reynaldos, CPPB, of the Internal Services Department is the Procurement Contracting Officer.

Delegated Authority

The County Mayor or County Mayor's designee will have the authority to exercise all provisions of the contract pursuant to Section 2-8.1 of the County Code and Implementing Order 3-38.

Awarded Vendors

Vendor	Principal Address	Local Address	Principal
Arts Marketing Network, Inc. (MICRO/SBE)	1320 Egret Road Homestead, FL	Same	Kyungmin Belth
Matrix 2, Inc. (SBE)	1903 NW 97 Avenue Miami, FL	Same	Kathleen M. Maiuri

Due Diligence

Pursuant to Resolution No. R-187-12, due diligence was conducted in accordance with the Internal Services Department's Procurement Guidelines to determine contractor responsibility, including verifying corporate status and review of performance or compliance issues. The lists referenced include convicted vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There are no adverse findings relating to contractor responsibility.

Applicable Ordinances and Contract Measures

- The User Access Program provision applies. The two (2) percent program discount will be collected on all purchases.
- The Small Business Enterprise Selection Factor applied to the original award.
- The Local Preference Ordinance applied to the original award.
- The Living Wage Ordinance does not apply.

Michael Spring
Senior Advisor

MEMORANDUM
(Revised)

TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: February 2, 2016

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Agenda Item No. 8(F)(3)

Please note any items checked.

_____ **"3-Day Rule" for committees applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Statement of social equity required**

_____ **Ordinance creating a new board requires detailed County Mayor's report for public hearing**

_____ **No committee review**

✓ **Applicable legislation requires more than a majority vote (i.e., 2/3's ✓, 3/5's ____, unanimous _____) to approve**

✓ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(F)(3)
2-2-16

RESOLUTION NO. R-104-16

RESOLUTION AUTHORIZING DESIGNATED PURCHASE PURSUANT TO SECTION 2-8.1(B)(3) OF THE COUNTY CODE BY A TWO-THIRDS VOTE OF THE BOARD MEMBERS PRESENT; AUTHORIZING AWARD OF ADDITIONAL TIME OF SIX MONTHS AND AN ADDITIONAL AMOUNT OF UP TO $554,000.00 FOR CONTRACT NO. RFQ 806 FOR PURCHASE OF MARKETING AND PUBLIC RELATIONS SERVICES FOR THE DEPARTMENT OF CULTURAL AFFAIRS AND PUBLIC LIBRARY SYSTEM; AND AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO EXERCISE ALL PROVISIONS OF THE CONTRACT PURSUANT TO SECTION 2-8.1 OF THE COUNTY CODE AND IMPLEMENTING ORDER 3-38

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board finds it is in the best interest of Miami-Dade County to award additional time of six months and an additional allocation amount of up to $554,000.00 for Contract No. RFQ 806 for the purchase of marketing and public relations services for the Department of Cultural Affairs and Public Library System, pursuant to Section 2-8.1(b)(3) of the County Code, by a two-thirds vote of the Board members present.

Section 2. This Board authorizes the County Mayor or County Mayor's designee to exercise all provisions of the contract pursuant to Section 2-8.1 of the County Code and Implementing Order 3-38. A copy of the contract document is on file with and available upon request from the Internal Services Department, Procurement Management Services Division.

The foregoing resolution was offered by Commissioner **Juan C. Zapata** , who moved its adoption. The motion was seconded by Commissioner **Jean Monestime** and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman **aye**
Esteban L. Bovo, Jr., Vice Chairman **aye**

Bruno A. Barreiro	**aye**	Daniella Levine Cava	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Dennis C. Moss	**aye**	Rebeca Sosa	**absent**
Sen. Javier D. Souto	**absent**	Xavier L. Suarez	**absent**
Juan C. Zapata	**aye**		

The Chairperson thereupon declared the resolution duly passed and adopted this 2nd day of February, 2016. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Monica Rizo Perez