

# Memorandum



**Date:** June 1, 2022

**To:** Honorable Chairman Jose "Pepe" Diaz  
and Members, Board of County Commissioners

**From:** Daniella Levine Cava  
Mayor

Agenda Item No. 8(F)(2)

Resolution No. R-522-22

**Subject:** Recommendation for Approval to Establish a Prequalification Pool for RTQ-02047;  
Marketing Services

## **Recommendation**

It is recommended that the Board of County Commissioners (Board) approve the establishment of a prequalification pool, *RTQ-02047, Marketing Services*) for the Communications and Customer Experience Department (CCED) in a total amount of \$2,500,000 for a five-year term. This pool will replace *RTQ-00396* which was approved by the Board via Resolution No. R-504-17 for a five-year term. Additionally, the Small Business Enterprise (SBE) set-aside measure applies to this pool, which allows for SBEs to compete amongst themselves.

The pool provides for a list of prequalified vendors who will be used to solicit marketing related services to include, but are not limited to, outreach, media relations, market research, public relations, community engagement, public education, and other activities for Miami-Dade County. Marketing related services under this pool will be provided on an as needed basis. The pool establishes seven groups as follows: a) Market Research, Strategy Development & Analytics; b) Branding & Creative Services; c) Campaign Execution; d) Audio / Visual Production; e) Media & Public Relations Services; f) Engagement Marketing Services, and Community Engagement and Outreach; and g) Voiceover Talent Services. Vendors can qualify for any or all groups.

To encourage local business participation, an email notification about the advertisement of the solicitation was sent to all certified SBE firms listed under the commodity codes assigned to the solicitation. Additionally, to be consistent with other contracts and provide an equal opportunity to local vendors, the Value-Based Review Group reviewed this solicitation on February 9, 2022.

## **Background**

Examples of projects to be completed under this pool, include but is not limited to, the development and execution of community engagement strategies; development and execution of a proactive plan for enhancing earned media efforts; development and execution of social media campaigns across multiple platforms (Facebook, Twitter, Instagram, etc.); production of videos, for unlimited use by the County; development of a full spectrum of traditional and digital marketing and communication services; and the development and execution of creative and effective marketing solutions.

## **Scope**

The scope of this item is countywide in nature.

## **Fiscal Impact/Funding Source**

The fiscal impact for the five-year term is \$2,500,000. The current pool, *RTQ-00396*, is valued at \$2,500,000 for a five-year and two-month term and expires on July 31, 2022. The allocation under the replacement pool is substantially the same as the current pool.

| Department                             | Allocation         | Funding Source             | Contract Manager |
|----------------------------------------|--------------------|----------------------------|------------------|
| Communications and Customer Experience | \$2,500,000        | General Fund / Proprietary | Kenia Lopez      |
| <b>Total:</b>                          | <b>\$2,500,000</b> |                            |                  |

### **Track Record/Monitor**

Pearl Bethel of the Internal Services Department is the Procurement Contracting Manager.

### **Delegated Authority**

Upon approval of this item, a pool of prequalified vendors will be established to participate in spot market competitions. The County Mayor or the County Mayor's designee will have the authority to solicit pricing and award contracts up to an aggregate amount of the allocation authorized by the Board. The County Mayor or the County Mayor's designee will also have the authority to (a) exercise all provisions of the solicitation documents and any resulting contracts pursuant to Section 2-8.1 of the County Code and Implementing Order 3-38 (b) add vendors to the pool at any time, subject to ratification by the Board on a bi-annual basis.

### **Vendors Prequalified for Pool**

Twenty-two vendors responded to the solicitation, one of which was a "No Bid" and eleven are being recommended for inclusion in the pool as set forth in the table below. All prequalified vendors are certified SBE firms.

| <b>Vendor</b>                                       | <b>Principal Address</b>                            | <b>Local Address</b> | <b>Principal</b>       | <b>Qualified Groups</b> |
|-----------------------------------------------------|-----------------------------------------------------|----------------------|------------------------|-------------------------|
| Avanza Advertising, LLC                             | 5465 NW 36 Street<br>Suite 100<br>Miami Springs, FL | Same                 | Alejandro Perez-Eguren | A, B, C, D, E, F G      |
| Barrington Management Artist Group, Inc.            | 1200 West Avenue<br>Suite 514<br>Miami Beach, FL    | Same                 | Tyrone Barrington      | B, C, G                 |
| Jacober & Associates, Inc. DBA Jacober Creative     | 690 Lincoln Road<br>Suite 201<br>Miami Beach, FL    | Same                 | Daniel A. Peralta      | A, B, C, F              |
| Little Fish Media, LLC                              | 1901 Brickell Avenue<br>Suite B1902<br>Miami, FL    | Same                 | Patricia E. Maldonado  | E, F                    |
| Matrix 2, Inc.                                      | 1903 NW 97 Avenue<br>Doral, FL                      | Same                 | Kathleen Maiuri        | B                       |
| MHCP COLAB                                          | 5701 Biscayne Boulevard<br>Suite CS-1<br>Miami, FL  | Same                 | Melissa J. Hege        | E, F                    |
| Parrot Fish Studio, Inc.                            | 9441 SW 146 Street<br>Miami, FL                     | Same                 | Suzette A. Lopez       | B, C                    |
| The Ascendant Consulting Firm, LLC                  | 18640 NW 2 Avenue<br>Suite 693277<br>Miami, FL      | Same                 | Jermaine A Jones       | A                       |
| The Morris Group Inc. d/b/a Sonshine Communications | 152 NE 167 Street<br>Suite 403<br>Miami, FL         | Same                 | Bernadette A. Morris   | B, C, E                 |
| The Weinbach Group                                  | 7301 SW 57 Court<br>Suite 550<br>Miami, FL          | Same                 | Daniel M. Weinbach     | A, B, C, E              |
| Wragg & Casas Public Relations Inc.                 | 3191 Coral Way<br>Suite 607<br>Miami, FL            | Same                 | Ramon F. Casas         | E, F                    |

**Vendors Not Prequalified for Pool or Did Not Bid**

The vendors in the below table are not being recommended for prequalification. However, the Strategic Procurement Division is providing guidance to the vendors that did not meet the prequalification requirements or did not submit the required documentation. Upon submission of the required documents and/or verification of information, the vendor may be added to the pool.

| Vendor                                                                      | Local Address  | Reason for Not Recommending                                                                                                               |
|-----------------------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Upscale Events by Mosaic, LLC                                               | Yes            | Vendor did not submit the required documents to satisfy the prequalification criteria.                                                    |
| Hitex Marketing Group, Inc                                                  | Yes            | Vendor did not submit the Certificate of Assurance.                                                                                       |
| Oracle Consulting Group                                                     | Yes            |                                                                                                                                           |
| Agencia Central, LLC                                                        | Yes            | Vendor was deemed Non-Compliant by Small Business Development and is not eligible to be added to the pool as Vendor is not certified SBE. |
| Beber Silverstein & Partners Advertising, Inc d/b/a Beber Silverstein Group | Yes            |                                                                                                                                           |
| Civis Analytics, Inc.                                                       | No             |                                                                                                                                           |
| Imaginart Media Productions, LLC                                            | No             |                                                                                                                                           |
| Quest Corporation of America, Inc                                           | No             |                                                                                                                                           |
| Red Carrot, Inc                                                             | Yes            |                                                                                                                                           |
| Socially Loud LLC                                                           | Yes            |                                                                                                                                           |
| van Vark Creative Enterprises, Inc. DBA Stephanie Creates                   | Not Applicable | No Bid*                                                                                                                                   |

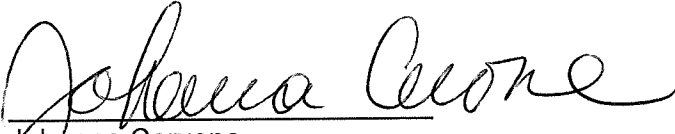
\*A "No Bid" means the vendor responded indicating that it will not be providing an offer.

**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 vendor responsibility, including verifying corporate status and that there are no performance and compliance issues. The lists that were referenced included convicted vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There were no adverse findings relating to vendor responsibility.

**Applicable Ordinances and Contract Measures**

- The two percent User Access Program provision applies where permitted by the funding source
- The Small Business Enterprise Set-Aside applies. Local Preference will be applied at the time of spot market competition.
- The Living Wage does not apply because services are not covered by the Ordinance.

  
Johanna Cervone  
Chief of Staff



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Jose "Pepe" Diaz  
and Members, Board of County Commissioners

**DATE:** June 1, 2022

**FROM:**   
Gen Bonzon-Keenan  
County Attorney

**SUBJECT:** Agenda Item No. 8(F)(2)

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 present \_\_\_\_, 2/3 membership \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) \_\_\_\_ 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)(2)  
6-1-22

RESOLUTION NO. \_\_\_\_\_ R-522-22

RESOLUTION AUTHORIZING ESTABLISHMENT OF PREQUALIFICATION POOL RTQ-02047 FOR GROUPS A - MARKET RESEARCH, STRATEGY DEVELOPMENT AND ANALYTICS; B - BRANDING AND CREATIVE SERVICES; C - CAMPAIGN EXECUTION; D - AUDIO / VISUAL PRODUCTION; E - MEDIA AND PUBLIC RELATIONS SERVICES; F - ENGAGEMENT MARKETING SERVICES, AND COMMUNITY ENGAGEMENT AND OUTREACH; AND G - VOICEOVER TALENT SERVICES FOR THE PURCHASE OF MARKETING SERVICES FOR THE COMMUNICATIONS AND CUSTOMER EXPERIENCE DEPARTMENT FOR A FIVE-YEAR TERM IN A TOTAL AMOUNT UP TO \$2,500,000.00; AND AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO SOLICIT PRICING, AWARD CONTRACTS, EXERCISE ALL PROVISIONS OF THE SOLICITATION DOCUMENTS AND ANY RESULTING CONTRACTS PURSUANT TO SECTION 2-8.1 OF THE CODE OF MIAMI-DADE COUNTY, FLORIDA AND IMPLEMENTING ORDER 3-38, AND ADD VENDORS TO THE POOL AT ANY TIME, SUBJECT TO RATIFICATION BY THE BOARD ON A BI-ANNUAL BASIS

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

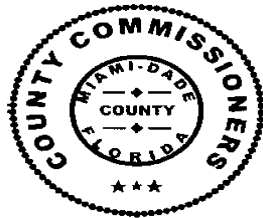
**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board authorizes the establishment of Prequalification Pool RTQ-02047 for Groups A Market Research, Strategy Development and Analytics; B - Branding and Creative Services; C - Campaign Execution; D - Audio / Visual Production; E - Media and Public Relations Services; F - Engagement Marketing Services, and Community Engagement and Outreach; and G - Voiceover Talent Services for the purchase of marketing services for the Communications and Customer Experience Department for

a five-year term in a total amount up to \$2,500,000.00; and authorizes the County Mayor or County Mayor's designee to (a) solicit pricing and award contracts up to an aggregate amount of the allocation authorized by the Board, (b) exercise all provisions of the solicitation documents and any resulting contracts pursuant to section 2-8.1 of the Code of Miami-Dade County, Florida and Implementing Order 3-38, and (c) add vendors to the pool at any time, subject to ratification by the Board on a bi-annual basis. A copy of the solicitation document is on file and available upon request from the Internal Services Department, Strategic Procurement Division.

The foregoing resolution was offered by Commissioner **Rebeca Sosa** , who moved its adoption. The motion was seconded by Commissioner **Raquel A. Regalado** and upon being put to a vote, the vote was as follows:

|                      |                                       |                        |            |
|----------------------|---------------------------------------|------------------------|------------|
|                      | Jose "Pepe" Diaz, Chairman            | <b>aye</b>             |            |
|                      | Oliver G. Gilbert, III, Vice-Chairman | <b>aye</b>             |            |
| Sen. René García     | <b>aye</b>                            | Keon Hardemon          | <b>aye</b> |
| Sally A. Heyman      | <b>aye</b>                            | Danielle Cohen Higgins | <b>aye</b> |
| Eileen Higgins       | <b>aye</b>                            | Joe A. Martinez        | <b>aye</b> |
| Kionne L. McGhee     | <b>aye</b>                            | Jean Monestime         | <b>aye</b> |
| Raquel A. Regalado   | <b>aye</b>                            | Rebeca Sosa            | <b>aye</b> |
| Sen. Javier D. Souto | <b>aye</b>                            |                        |            |

The Chairperson thereupon declared this resolution duly passed and adopted this 1<sup>st</sup> day of June, 2022. 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: Basia Pruna  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

Michael B. Valdes