

**OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA**

Memorandum



Date: February 7, 2023

To: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

From: Daniella Levine Cava 
Mayor

Agenda Item No. 8(P)(12)

Subject: Request for Additional Expenditure Authority to Prequalification Pool No. 8111-1/23-1,
Promotional and Advertising Items

Resolution No. R-84-23

Summary

This item is for additional expenditure authority for the purchase of promotional and advertisement items for multiple County departments, needed to bring awareness of the programs available within County departments, such as community events for pet adoptions, library services, sponsored training courses, expositions and career fairs among other events. Promotional items provide an opportunity for the County departments to engage with the community, bring awareness to County programs, and leave a lasting impression through the use of personalized branded items for various campaigns throughout the year.

Recommendation

It is recommended that the Board of County Commissioners (Board) authorize additional expenditure authority of \$721,900 to *Prequalification Pool No. 8111-1/23-1, Promotional and Advertisement Items*, for multiple County departments. The departments are requesting additional expenditure authority to ensure there is adequate funding to continue purchasing promotional and advertising items for the remaining term of the pool. SBE contract measures and local preference will be applied at the time of spot market competition where permitted by funding source. There are currently 26 active vendors in the pool, 22 of which have local addresses and 17 are certified Small Business Enterprise (SBE) firms. Additional vendors may be added throughout the term of the pool.

The Board established this pool on April 2, 2013, for a five-year term, with one, five-year option to renew through Resolution No. R-230-13. The pool was subsequently modified under delegated authority, and the Board authorized additional expenditure authority through Resolution Nos. R-481-15 and R-106-17. To track pool expenditures by vendor, bidding under this and other prequalification pools will gradually be conducted and monitored in a single platform, INFORMS, which will allow staff to provide data reports to the Board, as requested. The pool will remain open to allow additional vendors that meet the prequalification criteria to be added throughout the pool's duration. Staff will conduct an analysis of the use of promotional and advertising items to ensure the items purchased under this pool are economically valuable and environmentally friendly.

Background

Departments use this pool for the purchase of promotional merchandise, trophies, plaques, award ribbons, advertising gifts, and other items considered promotional or advertising, on an as needed basis. The additional expenditure authority will be used as follows:

1. The Animal Services Department (ASD) is requesting \$212,000, to purchase promotional items for various upcoming community events to promote pet adoptions, spay neuter, volunteers, and to provide outreach to the community on their services. ASD has increased events and outreach programs significantly. Their promotional outreach programs and events use pet bowls, leashes, adoption vests, and other pet related promotional items with the Animal Services Department and County logos.

2. The Communications and Customer Experience Department (CCED) is requesting \$150,000 to fulfill various marketing and advertising campaigns. Portions of their allocation were depleted due to unanticipated purchases of promotional items for various campaigns and events to limit the spread of COVID-19. The additional funding is needed for the purchases of promotional items for new campaigns for various departments. CCED continuously provides campaign imagery, identifiers, and branding development for various County departments on an as needed basis.
3. The Miami-Dade Public Library System (Library) is requesting \$154,200 to purchase promotional and marketing items for public library programs, services, activities, contests, and outreach events. Examples of items typically purchased are branded pens, pencils, book lights, bookmarks, magnifiers, canvas bags, pouches, contest prizes for the public, magnets, and highlighters.
4. The Miami-Dade Economic Advocacy Trust (MDEAT) is requesting \$34,000 to purchase promotional items such as shirts, pens, pencils, water bottles, mugs, bags, and trophies. These items are used to honor retirees and board members departures, and to promote internal and external customers awareness of the programs available within their department.
5. The Community Action and Human Services (CAHSD) is requesting \$155,000 to purchase promotional items, for their Head Start/Early Head Start, Office of Neighborhood Safety, Public Information Office, AmeriCorps, and Senior Companion & Volunteer programs. Personalized promotional items are needed as part of the Program's Performance Standards which requires branded items to be given at sponsored events.
6. The Corrections and Rehabilitation is requesting \$16,700 to purchase promotional items for their correctional facilities and community affairs unit. These items are used to sponsor training courses, expositions, departmentwide hiring efforts via career fairs, expositions, and local events to encourage new hire applications and participation.

Scope

The impact of this item is countywide in nature.

Fiscal Impact/Funding Source

The pool is in its sole option to renew term and expires on June 30, 2023. The cumulative allocation of the pool is \$3,997,000. If this request is approved, the pool will have a modified cumulative allocation of \$4,718,900. The requested additional expenditure authority is based on current usage and the estimated needs identified by the requesting departments for the remaining term of the pool.

Department	Existing Cumulative Allocation	Additional Allocation Requested	Modified Cumulative Allocation	Funding Source	Contract Manager
Animal Services	\$113,989	\$212,000	\$325,989	General Fund	Annette Jose
Community Action and Human Services	\$287,263	\$155,000	\$442,263	General Fund/Federal Funds	Brad Skinner
Corrections and Rehabilitation	\$74,000	\$16,700	\$90,700	General Fund	Zuleika Davidson
Communications and Customer Experience	\$316,480	\$150,000	\$466,480	General Fund/Proprietary Funds	Kenia Lopez
Library System	\$198,561	\$154,200	\$352,761	Library District Fund	Kimberly Craig
Economic Advocacy Trust*	\$20,000	\$34,000	\$54,000	General Fund / Proprietary Funds	Jose Gonzalez
Multiple Departments	\$2,986,707	\$0	\$2,986,707	Each department has a unique funding source	Each department has an assigned contract manager

Department	Existing Cumulative Allocation	Additional Allocation Requested	Modified Cumulative Allocation	Funding Source	Contract Manager
Totals	\$3,997,000	\$721,900	\$4,718,900		

*Other Government Agency, Independent Authority, Trust or Commission Offices, not a County department

Track Record/Monitor

Shari Francis of the Strategic Procurement Department is the Procurement Contracting Manager.

Delegated Authority

There is no additional delegation of authority sought for this item as the authority to solicit pricing and award contracts up to an aggregate amount of the allocation authorized by the Board, 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, and add vendors to the pool at any time, subject to ratification by the Board on a bi-annual basis, was granted when the pool was established under Resolution No. R-230-13.

Pregualified Vendors

There are currently 26 active vendors under the pool, of which 22 have local addresses, and 17 are certified Small Business Enterprises.

Vendor	Principal Address	Local Address	Principal
9009 0960 QC, Inc. dba Polycrylic	64 Avenue Des Industries Coaticook, Quebec Canada	None	Nancy Normand
All Digital Industries Corp.	7311 NW 12 Street Suite 7 Miami, FL	Same	Cesar E. Watanabe
Awards, LLC dba Trophy World, Inc. (SBE)	6400 NW 77 Court Miami, FL	Same	Larry Cravez
Bargay Eximport, Inc.	911 SW 122 Avenue Miami, FL	Same	Connie Bardisa
Bilmor With Advertising Specialties, Inc. (SBE)	16155 SW 117 Avenue Suite B-19 Miami, FL	Same	Irvine A. Headley
Casa Faroy Trophies, Inc.	2345 NW 7 Street Miami, FL	Same	Ivette Mendez
Creative Product Sourcing, Inc.	3130 Wilshire Boulevard Suite 555 Santa Monica, CA	None	Scott A. Mittleman
Flagrant International Solutions, Inc. (SBE)	640 NW 183 Street Suite 5 Miami Gardens, FL	Same	John Ramirez
Gail's Party Line, Inc. dba GPL Promotions (SBE)	17221 NE 13 Avenue North Miami Beach, FL	Same	Gail S. Kasztl
Gilan, Inc. dba The Madison Collection (SBE)	1620 NW 28 Street Miami, FL	Same	Gilad S. Lang
Hitex Marketing Group, Inc. (SBE)	1566 NW 108 Avenue Miami, FL	Same	Richely Lopez
Holsen, Inc. (SBE)	1176 NW 163 Drive Miami Gardens, FL	Same	Darryl Holsendolph
Industrial Diecast Design, LLC	125 NW 13 Street, Suite B7 Boca Raton, FL	None	Jeffrey H. Silver
Innovative Incentives, Inc. (SBE)	223 E Flagler Street Suite 228 Miami, FL	Same	Franny Levison

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Vendor	Principal Address	Local Address	Principal
Inversiones Papelmania 2000, Inc. dba Papelmania USA (SBE)	4226 West 16 Avenue Hialeah, FL	Same	Aileen Y. Crespo
IPA, Corp. (SBE)	5201 Blue Lagoon Drive Suite 975 Miami, FL	Same	Cristina Cederna
Laser Products, Inc. (SBE)	11975 SW 142 Terrace Suite 105 Miami, FL	Same	Glenn Rudman
LRE, Inc., dba Lee Ryder Lamination (SBE)	6187 NW 167 Street Suite H-10 Miami, FL	Same	Lee Ryder
Palmetto Uniforms, Inc. (SBE)	8869 SW 131 Street Miami, FL	Same	Rita Feick
Personius & Company, Inc.	1630 Victoria Pointe Circle Weston, FL	None	Jim Personius
Plan B Concepts, Inc. (SBE)	8950 SW 74 Court Suite 2201-A3 Miami, FL	Same	Monique Benson
Replenish Ink, Inc. (SBE)	701 Brickell Key Boulevard Suite PH10 Miami, FL	Same	Hector L. Erquiaga
Sharp Marketing, LLC (SBE)	655 West Prospect Road Fort Lauderdale, FL	13801 S Biscayne River Drive Miami, FL	Nestor Villalobos
Souls, Inc. (SBE)	2115 NW 71 Street Miami, FL	Same	Vivian D. Whitehead Phillips
Starlap Trophies, LLC dba Michelson's Trophies	14730 NW 7 Avenue Miami, FL	Same	Efraim Lapscher

Due Diligence

Pursuant to Resolution No. R-187-12, due diligence was conducted in accordance with the Strategic Procurement Department's 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 two percent User Access Program provision applies where permitted by the funding source.
- Small Business Enterprise (SBE) contract measures and local preference will be applied at the time of spot market competition where permitted by the funding source. An SBE set-aside applies for spot market competition up to \$250,000 of at least two available SBE certified firms or over \$250,000 of at least three available SBE certified firms, where permitted by the funding source
- The Living Wage Ordinance does not apply.



Morris Copeland
Chief Community Services Officer



MEMORANDUM

(Revised)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: February 7, 2023

FROM: 
Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 8(P)(12)

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(P)(12)
2-7-23

RESOLUTION NO. _____ R-84-23

RESOLUTION APPROVING ADDITIONAL EXPENDITURE
AUTHORITY UP TO \$721,900.00 FOR A TOTAL MODIFIED
PREQUALIFICATION POOL AMOUNT OF \$4,718,900.00 FOR
PREQUALIFICATION POOL 8111-1/23-1 FOR THE
PURCHASE OF PROMOTIONAL AND ADVERTISING ITEMS
FOR MULTIPLE COUNTY DEPARTMENTS

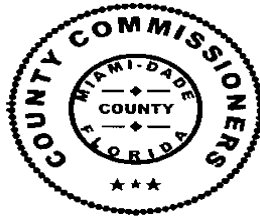
WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board authorizes additional expenditure authority up to \$721,900.00 for a total modified prequalification pool amount of \$4,718,900.00 for prequalification pool 8111-1/23-1 for the purchase of promotional and advertising items for multiple county departments. A copy of the contract is on file with and available upon request from the Strategic Procurement Department.

The foregoing resolution was offered by Commissioner **Eileen Higgins** ,
who moved its adoption. The motion was seconded by Commissioner **Marleine Bastien**
and upon being put to a vote, the vote was as follows:

Oliver G. Gilbert, III, Chairman	aye		
Anthony Rodríguez, Vice Chairman	aye		
Marleine Bastien	aye	Juan Carlos Bermudez	aye
Kevin Marino Cabrera	aye	Sen. René García	aye
Roberto J. Gonzalez	aye	Keon Hardemon	aye
Danielle Cohen Higgins	aye	Eileen Higgins	aye
Kionne L. McGhee	aye	Raquel A. Regalado	aye
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 7th day of February, 2023. 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.

A handwritten signature in black ink, appearing to read "E. W. Gonzalez", is written over a horizontal line.

Eduardo W. Gonzalez