

# ISSUING DEPARTMENT INPUT DOCUMENT

## CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New   
 OTR   
 Sole Source   
 Bid Waiver   
 Emergency   
 Previous Contract/Project No. New Project

Re-Bid   
 Other – Access of Other Entity Contract   
 LIVING WAGE APPLIES:  YES  NO

Requisition No./Project No.: BW-10238   
 TERM OF CONTRACT 1 YEAR(S) WITH  YEAR(S) OTR

Requisition /Project Title: Digital Marketing Master Classes

Description: Miami-Dade County's Office of Management and Budget (OMB) is seeking to purchase 12 digital marketing master classes held via Zoom, which will be provided to small business owners countywide and is part of the County's Strive 305 initiative.

Issuing Department: ISD-SPD for OMB   
 Contact Person: Prisca Tomasi   
 Phone: (305) 375-1075

Estimate Cost: \$30,000

Funding Source:   
 GENERAL X   
 FEDERAL    
 OTHER

### ANALYSIS

<b>Commodity Codes:</b>	<span style="border: 1px solid black; padding: 2px;">918-76</span>	<span style="border: 1px solid black; padding: 2px;">961-53</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>
Contract/Project History of previous purchases three (3) years Check here <input checked="" type="checkbox"/> if this is a new contract/purchase with no previous history.				
	<b><u>EXISTING</u></b>	<b><u>2<sup>ND</sup> YEAR</u></b>	<b><u>3<sup>RD</sup> YEAR</u></b>	
<b>Contractor:</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	
<b>Small Business Enterprise:</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	
<b>Contract Value:</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	
<b>Comments:</b>	<span style="border: 1px solid black; padding: 2px;"></span>			

Continued on another page (s):     YES     NO

### RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
<b>SBE</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>

Basis of Recommendation:

Signed: <span style="border: 1px solid black; padding: 2px;">Prisca Tomasi</span>	Date sent to SBD: <span style="border: 1px solid black; padding: 2px;">05/06/2022</span>
	Date returned to SPD: <span style="border: 1px solid black; padding: 2px;"></span>

# MARKET RESEARCH

<b>Contract No.:</b> BW-10238	<b>Recommendation:</b>
<b>Title:</b> Digital Marketing Master Classes	<input type="checkbox"/> Exercise Option to Renew (OTR)
<b>Procurement Contracting Officer:</b> Prisca Tomasi	<input checked="" type="checkbox"/> Non-Competitive Acquisition
	<input type="checkbox"/> Solicit Competition
	<input type="checkbox"/> Access Contract
	<input type="checkbox"/> Other

## Background:

Miami-Dade County's Office of Management and Budget (OMB) is seeking to purchase 12 digital marketing master classes held via Zoom, which will be provided to small business owners countywide and is part of the County's Strive 305 program.

The Strive 305 initiative is designed to accelerate the growth of small businesses countywide and to support potential entrepreneurs as they launch and grow new businesses. One of these efforts includes multi-week technical assistance bootcamps to help small businesses overcome common challenges such as access to capital, finances, business planning, branding, digital marketing, sales, operations, and more.

The COVID-19 pandemic contributed to the adoption of new technologies and business models that no longer rely on physical spaces and in-person interaction. Companies who could pivot to virtual or e-commerce models were able to withstand economic shocks and leverage new opportunities while others that were unable to leverage these new technologies have struggled and find it increasingly difficult to remain viable.

This trend includes how companies market themselves, with some companies increasingly using online networks and paid social campaigns to reach and attract new customers. Digital marketing is one of the most powerful tools at a business's disposal for getting their product or service in front of many eyes as possible. Perfectly targeted, digital marketing can significantly promote and support any business's success. However, for many small business owners, especially in disadvantaged communities, these opportunities remain elusive as they require training, experience, practice, and guidance.

To help small business owners tackle this key challenge, the Office of the Mayor Daniella Levine Cava has partnered with BizHack Academy to create the Strive 305 Digital Marketing Master Classes. To-date, BizHack has produced 3 seasons of this content for a total of 9 master class sessions delivered to the community live via Zoom. To continue production of the Strive 305 Digital Marketing Master Classes through the end of this fiscal year, the County Mayor will invest \$30,000 to produce four additional seasons of content totaling in 12 master classes.

These classes offered through the Zoom platform are going to feature experts sharing critical concepts in using social media platforms, such as Facebook, Instagram, LinkedIn, thought leadership, lead generation, branding, and other services. They will give participants an extensive overview of new technologies, approaches, and ways to use these insights to attract more paying customers.

The resulting contract is being requested for an eight (8) month term and is not to exceed \$30,000.

## Research Conducted:

Market research was conducted by the user department and identified BizHack Co as a uniquely qualified provider with an existing relationship and success track record supporting the County's Strive 305 initiative since September 2021.

BizHack Co provides a proprietary methodology and award-winning program called BizHack Academy and BizHack Live, which was launched in response to the pandemic.

This vendor offers one of the few and largest programs of its kind in Miami-Dade County, teaching business owners and leaders how to launch and manage social network advertising campaigns that can generate large returns on investment. BizHack Co's approach is unique in that its sole focus lays on education as it is not a social media marketing agency with a personal business interest in its efforts.

The Internal Services Department, Strategic Procurement Division's (ISD-SPD) own market research identified additional vendors through the use of various search tools. Google generated a list of universities offering digital marketing classes, bootcamps, as well as various degree options. Universities, such as Full Sail University Online, Columbia Business School, Cornell University Online, Udemy offer such courses for fees, but some are also advertised as free; however, labeled as self-paced.

Other firms, such as the Digital Marketing Institute offers courses for beginners, business owners, and marketing professionals, training participants in social media marketing, paid search (PPC) using Google ads, email marketing, analytics with Google Analytics, content marketing, search engine optimization (SEO), display and video advertising, website optimization, and digital marketing strategy. Courses offered can be found online for free, which are mainly self-paced and do not contain interactive materials, and various are offered for a range of fees, varying from approximately \$30 per hour to over \$3,000 for six (6) month courses led by instructors, for example provided by the Duke University.

A search on Miami-Dade County's Business Tax Search Tool has generated a total of eight (8) firms offering digital marketing services, such as The Syt Digital Marketing Agency, Digital Dive Marketing, LLC, Bonne Sante Digital Marketing Group, etc. However, such services are provided on behalf of the requesting party, and do not include trainings or webinars supporting businesses with their own and self-led marketing efforts.

### **Comparable Contracts:**

Market research further included searching for other comparable initiatives and/or contracts.

The Village of Pinecrest passed and adopted Resolution No. 2020-66 on 12/08/2022, authorizing the Village Manager to enter into an agreement with BizHack Co for digital market training for businesses as funded by the CARES Act through Miami-Dade County, in an amount not to exceed \$50,000.


Additionally, the Miami Bayside Foundation offered a series of digital marketing classes through February 2022, which were led by the Foundation itself; however, classes were led by contracted teachers, rather than by one single contracted provider.

### **Recommendation:**

Market research has shown opportunities throughout the market for individuals and businesses nationwide to partake in educational classes to achieve desired marketing outreach on social media platforms, enhancing business strategies and overall successes.

However, the County's Strive 305 initiative and its ongoing collaboration with BizHack has shown successful outreach rates training and supporting over 1,000 local businesses since its implementation in September 2021. BizHack is uniquely qualified to provide these training services in part because of its proprietary methodology.

In light of the time sensitive nature of OMB's request and the County Mayors Strive 305 initiative and continuous efforts in supporting local business and opportunities to strive and contribute to their successes within our community, ISD-SPD recommends proceeding with the non-competitive acquisition process in form of a Bid Waiver for an eight (8) month term with BizHack Co.

Procurement Contracting Officer: 

Date: 05/05/2022

Procurement Contracting Manager: *Pearl Bethel*

Date: 05/05/2022

## **APPENDIX A – SCOPE OF SERVICES**

### **A. Introduction**

Miami-Dade County (the “County”) is seeking a firm to provide digital marketing master classes to local small businesses in connection to the County’s Strive 305 program, which was designed to accelerate the growth of small businesses countywide and support budding entrepreneurs as they launch and grow new businesses.

### **B. Background**

The Strive 305 program is designed to accelerate the growth of small businesses countywide and to support budding entrepreneurs as they launch and grow new businesses.

The program will support the small business community through:

1. An online small business and entrepreneurship hub that will inform, educate, and connect small businesses to the resources offered by the County and its partners.
2. A virtual small business incubator that will feature a full educational curriculum coaching, and mentorship opportunities for companies for all types and states of growth.
3. A Countywide network of physical incubators, co-working spaces and maker studios equipped with the tools entrepreneurs need to launch new ventures.
4. Multi-week technical assistance bootcamps to help small businesses overcome common challenges such as access to capital, finances, business planning, branding, digital marketing, sales, operations, and more.

The COVID-19 pandemic accelerated the adoption of new technologies and business models that no longer rely on physical spaces and in-person interaction. Companies who could pivot to virtual or e-commerce models were able to withstand economic shocks and leverage new opportunities while others that were unable to leverage these new technologies have struggled and find it increasingly difficult to remain viable.

This trend includes how companies market themselves, with some companies increasingly using online networks and paid social campaigns to reach and attract new customers. Digital marketing is one of the most powerful tools at a business’s disposal for getting their product or service in front of many eyes as possible. Perfectly targeted, digital marketing can significantly promote and support any business’s success. However, for many small business owners, especially in disadvantaged communities, these opportunities remain elusive as they require training, experience, practice, and guidance.

To help small business owners tackle this key challenge, the Office of the Mayor Daniella Levine Cava has partnered with BizHack Academy to create the Strive 305 Digital Marketing Master Classes.

The requested digital marketing master classes offered through the Zoom platform are going to feature experts sharing critical concepts in using social media platforms, such as Facebook, Instagram, LinkedIn, thought leadership, lead generation, branding, and other services. They will give participants an extensive overview of new technologies, approaches, and ways to use these insights to attract more paying customers.

### **C. Required Services**

Contractor shall:

1. Provide and coordinate the registration process of participants for a total of twelve (12) virtually held digital marketing master classes via the Zoom platform:

<p>Class 1: "Business Storytelling" with Dan Grech                  Date: Wednesday, June 15, 2022                  Time: 12:30 P.M. – 1:30 P.M.                  Platform: Zoom</p>	<p>Class 7:                  Date:                  Time:                  Platform:</p>
<p>Class 2: "Identify Your Marketing Strengths and Weaknesses" with Dan Grech                  Date: Wednesday, June 22, 2022                  Time: 12:30 P.M. – 1:30 P.M.                  Platform: Zoom</p>	<p>Class 8:                  Date:                  Time:                  Platform:</p>
<p>Class 3: "Who's in Your Marketing Seat?" with Dan Grech                  Date: Wednesday, June 29, 2022                  Time: 12:30 P.M. – 1:30 P.M.                  Platform: Zoom</p>	<p>Class 9:                  Date:                  Time:                  Platform:</p>
<p>Class 4:                  Date:                  Time:                  Platform:</p>	<p>Class 10:                  Date:                  Time:                  Platform:</p>
<p>Class 5:                  Date:                  Time:                  Platform:</p>	<p>Class 11:                  Date:                  Time:                  Platform:</p>
<p>Class 6:                  Date:                  Time:                  Platform:</p>	<p>Class 12:                  Date:                  Time:                  Platform:</p>