



Small Business Development Division

Project Worksheet

Project/Contract Title: Digital Marketing Master Classes

Received Date: 5/9/2022

Project/Contract No: BW-10238

Funding Source: Other

Department: Internal Services

Estimated Cost of Project/Bid: \$30,000.00

Description of Project/Bid: 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 countrywide and is part of the County's Strive 305 initiative.

Contract Measures Recommendation

Measure	Program	Goal Percent
No Measure	SBE/GS	

Reasons for Recommendation

SBD reviewed this project pursuant to Implementing Order 3-41 for SBE-Goods and/or Services. Project information analyzed included the project's scope of services, estimated project cost, minimum requirements/qualifications and funding source. Additional factors did include surveys with certified firms to determine availability and assignment of the noted measure.

A **No Measure** is appropriate for this project as this is a Bid Waiver awarded to BizHack Co.

There are fifty-five (55) SBE certified firms under these commodity codes; however only one (1) responded as being able to meet the project requirements.

NIGP 91876 Marketing Consulting, NIGP 96153 Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc.

Living Wages: YES NO

Highway: YES NO

Heavy Construction: YES NO

Responsible Wages: YES NO

Building: YES NO

Laurie Johnson (for) Gary Norfield
SBD Director

5/24/2022
Date