



Small Business Development Division Project Worksheet

Project/Contract Title: MARKETING AND ADVERTISING SERVICES
Project/Contract No: BW9923-0/18
Department: INTERNAL SERVICES
Estimated Cost of Project/Bid: \$250,000.00
Description of Project/Bid: Bid Waiver purchase of marketing and advertising services for the department of cultural affairs

Received Date: 09/20/2017

Funding Source:
PROPRIETARY FUNDS

Resubmittal Date(s):

Contract Measures Recommendation

<u>Measure</u>	<u>Program</u>	<u>Goal Percent</u>
No Measure	SBE/GS	

Reasons for Recommendation

An analysis of Implementing Order 3-41, as well as, an analysis of the factors contained in the project package indicates a No Measure is appropriate as this is a Bid Waiver contract with the proposed vendors being Matrix 2 and Arts Marketing Network.

There are thirtyfive (35) certified SBE firms in the selected commodity code.

Commodity Code: 96153-Marketing Services (Incl. Distribution, Research, Sales Promotions, Etc.)

Small Business Contract Measure Recommendation

Subtrade	Cat.	Estimated Value	% of Items to Base Bid	Availability
Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.)	SBE/GS			

Total

Living Wages: YES ☐ NO ☒

Responsible Wages: YES ☐ NO ☒

Responsible Wages and Benefits applies to all construction projects over \$100,000 that do not utilize federal fund. For federally funded projects, unless prohibited by federal or state law or disallowed by a governmental funding source, the HIGHER wage between Davis Bacon and Responsible Wages and Benefits shall apply.

REVIEW RECOMMENDATION

Tier 1 Set Aside	Tier 2 Set Aside		
Set Aside	Level 1	Level 2	Level 3
Trade Set Aside (MCC)	Goal	Bid Preference	
No Measure	Deferred	Selection Factor	
CWP	SBD Director		

[Signature]
SBD Director
9/20/17
Date