



Small Business Development Division Project Worksheet

Project/Contract Title: **MARKETING AND PUBLIC RELATIONS SERVICES** Received Date: **06/27/2017**
 Project/Contract No: **EEPRFQ-00608** Funding Source: **LIBRARY DISTRICT**
 Department: **INTERNAL SERVICES**
 Estimated Cost of Project/Bid: **\$0.00** Resubmittal Date(s):

Description of Project/Bid: Miami-Dade County Department of Cultural Affairs is seeking to contract for Marketing and Public Relations Services for the Culture Shock Miami Program, South Miami-Dade Cultural Arts Center, and other programs, on an as needed basis. The Department requires services in two (2) categories: 1) Marketing and Advertising, and 2) Media and Public Relations Services. The selected Proposer(s) will perform on a work order basis.

Contract Measures Recommendation

<u>Measure</u>	<u>Program</u>	<u>Goal Percent</u>
Selection Factor	SBE GS	

Reasons for Recommendation

The estimated value of contract EEPRFQ-00608 is \$1,000,000 with a contract term for three (3) years. The County anticipates awarding up to four (4) contracts that will be work order driven.

An analysis of the factors contained in the project package, as well as, an analysis of Implementing Order 3-41 indicates a Section Factor is appropriate for this contract as it is a Request for Proposal.
 Letters of Availability to Bid were sent out to the firms certified in the applicable commodity code however, less than three (3) firms responded as being available to meet the contract requirements.
 There are forty three (43) certified SBE firms in the applicable commodity codes.

Commodity Code: 91503-Advertising/Public Relations (Incl. Skywriting); 91522-Communications Marketing Services; 96153-Marketing Services (Incl. Distribution, Research, Sales Promotions, Etc.)

Small Business Contract Measure Recommendation

Subtrade	Cat.	Estimated Value	% of Items to Base Bid	Availability
----------	------	-----------------	---------------------------	--------------

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 7/5/17
 Date