



## Small Business Development Division Project Worksheet

**Project/Contract Title:** HAND SANITIZERS DISPLAYS MARKETING PROGRAM **Received Date:** 03/29/2018  
**Project/Contract No:** EPPRFP-WOPR00460-02 **Funding Source:**  
**Department:** INTERNAL SERVICES **REVENUE GENERATING**  
**Estimated Cost of Project/Bid:** \$0.00 **Resubmittal Date(s):**

**Description of Project/Bid:** In January 2017, Miami-Dade County (County), established an Asset Marketing and Advertising Services (AMAS) Pool (Pool) of pre-qualified firms to develop and special innovative marketing and advertising projects with County owned products/assets to generate non-revenue opportunities for the County. The purpose of this Work Order Proposal Request (WOPR) is to select a firm from the Pool to develop and implement the Hand Sanitizer Displays Marketing Program

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

An analysis of the factors contained in Implementing Order 3-41, as well as, an analysis of the project package indicates a Selection Factor is appropriate for this project.

There are forty-three (43) SBE Certified firms under these commodity codes.

Commodity Code: 91504-Advertising, Outdoor Billboard, Etc.; 91807-Advertising Consulting; 91867-Human Services Consulting (To Include Mental Health Consulting Services); 96153-Marketing Services (Incl. Distribution, Research, Sales Promotions, Etc.)

| Subtrade     | Cat. | Estimated Value | % of Items to Base Bid | Availability |
|--------------|------|-----------------|------------------------|--------------|
| <b>Total</b> |      |                 |                        |              |

**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.*

|                               |   |
|-------------------------------|---|
| 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 _____                     | <br>SBD Director <span style="float: right;">Date 4/3/18</span> |