

☐ New contract☐ OTR☐ CO☐ SS☐ BW☐ EmergencyPrevious Contract/Project No.
8111-1/23-1☐ Re-Bid☒ Other

LIVING WAGE APPLIES: __YES __X NO

Requisition/Project No: EVN0000069

Term of Contract: 5 years with 0 Option(s)-To-RenewRequisition/Project Title: Promotional Items

Description: The purpose of this solicitation is to establish a contract for the purchase of promotional items, for Miami-Dade County on an as needed basis.

User Department(s): MultipleIssuing Department: Strategic ProcurementContact Person: Leslie ZambranaPhone: 305-375-5482Estimated Cost: \$4,566,538.34Funding Source: General / FederalRevenue Generating: No**ANALYSIS**

Commodity/Service No: 03778, 20055, 57884, 62080, 96233, 96546

Trade/Commodity/Service Opportunities

Contract/Project History of Previous Contracts.
Check Here __ if this is a New Contract/Purchase with no Previous History

PREVIOUS CONTRACTS

8111-1/23-1

Contractor:

Various

Small Business Enterprise:

No

Contract Value:

\$3,977,000

Comments:

Continued on another page (s): __Yes __X No

RECOMMENDATION: Bid Preference**Basis of Recommendation:**

The value and criticality of the contract. There are several SBE firms certified in the commodity codes above.

Signed: Leslie ZambranaDate to SBD: August 14, 2023

SECTION 2**SPECIAL TERMS AND CONDITIONS****2.1 PURPOSE**

The purpose of this solicitation is to establish a contract for the purchase of eco-friendly promotional items for various County departments, on an as needed basis.

2.2 TERM OF CONTRACT

This Contract shall commence on the first calendar day of the month succeeding approval of the Contract by the Board of County Commissioners, or designee, unless otherwise stipulated in the Purchase Order issued by the County. The Contract shall expire on the last day of the 60th month.

2.3 METHOD OF AWARD

Award will be made on an item-by-item basis to the lowest priced responsive, responsible Bidder. There are two groups under this solicitation:

- Group 1: Non-Federally Funded Purchases
- Group 2: Federally Funded Purchases

Each Bidder's unit price per item will be calculated times the estimated quantity to determine the lowest bidder per item.

2.4 SUBMITTAL REQUIREMENTS

Bidder(s) shall comply with each requirement below. Failure to meet any sub-section may result in the bidder being deemed non-responsive.

2.4.1 Bidder or Bidder's Subcontractor(s) shall be regularly engaged in the business of providing customizable promotional items to be considered for award. Bidder or Bidder's Subcontractor(s) shall provide two (2) different references demonstrating that they have provided similar products as described throughout this solicitation within the last 5 years. In lieu of the references from the Bidder or Bidder's Subcontractor, the County will consider the references from the Bidder's key personnel in accordance with Resolution No. 1122-21.

The reference should include the customer's company name, the contact's name, title, address, telephone number, and e-mail address of the contact person who can verify that the Bidder/key personnel/Subcontractor has successfully provided the services. These references shall ascertain to the County's satisfaction that the Bidder/key personnel/Subcontractor has sufficient expertise in the industry and its firm is properly equipped to perform the required services.

2.4.2 Bidder(s) shall provide the contact information for a service representative who shall be available from 8:00 – 5:00 PM, Monday – Saturday, for County personnel to contact for support and service for the duration of the contract.

2.5 PRICES

Prices shall be inclusive of shipping and all other costs associated with the preparation and delivery of items. Prices shall remain fixed for a period of six (6) months (initial term) after the commencement of the contract.

Prior to the completion of each exercised contract term, the County may consider an adjustment to price based on the Consumer Price Index – All Items (All Urban Consumers, Not Seasonally Adjusted, Miami-Ft. Lauderdale-West Palm Beach, FL). For any adjustment to commence on the first day of any exercised option period, the Awarded Bidder's request for adjustment should be submitted at least sixty (60) days prior to the expiration of the then current contract term.

The period used to calculate the adjustment will include no more than six (6) months, starting from the effective date of the contract, using the index above and include as many months as published (available) in the 6th month, including preliminary [P] number during the current six (6) months, as not all months may be available for calculation. If the County authorizes an adjustment, the awarded rate(s) will be multiplied times the index percentage change, and the new awarded rate(s) for the next six (6) months. The rate adjustment, if any, will take effect on the first month of the next six (6) month contract term.

If no adjustment request is received from the Awarded Bidder, the County will assume the Awarded Bidder has agreed that the optional term(s) may be exercised without pricing adjustment. Any adjustment request received after the commencement of a new option period may not be considered. The County reserves the right to apply any reduction in pricing for each option period based on the downward movement of the applicable index.

2.6 PRODUCTS

The mention of a particular manufacturer's brand name in Section 3, Scope of Work/Technical Specifications, are being used for the sole purpose of establishing the minimum requirement of level of quality, standard of performance, and design and is in no way intended to prohibit the offer of another manufacturer's items of equal capabilities, unless otherwise indicated within this Solicitation.

2.7 DELIVERY

Awarded Bidder(s) shall make deliveries in accordance with the Purchase Orders provided by the County departments. All deliveries shall be made in accordance with good commercial practice and within the required delivery time frames, except in such cases caused by Force Majeure. In cases where a delivery will be delayed, Awarded Bidder(s) must notify the County of the delay prior to the original scheduled delivery so that a revised delivery date can be scheduled or other accommodations can be made.

County employees may be authorized in writing to pick-up items awarded under this Contract. Awarded Bidder(s) shall request proof prior to releasing an item to a County employee. Awarded Bidder(s) shall maintain a copy of the written authorization. If Awarded Bidder(s) are in doubt about any aspect of pick-up, Awarded Bidder(s) shall contact the appropriate user department to confirm the authorization.

2.8 ADDITIONAL PRODUCTS

While the County has listed all major products within the scope of this solicitation, there may be similar products that need to be purchased during the term of this contract. Under these circumstances, a County representative will contact the Awarded Bidder(s) and obtain pricing for the similar products. The County reserves the right to award these similar products to the Awarded Bidder(s) based on the prices quoted, negotiate pricing or acquire the products through a separate solicitation.

2.9 SMALL BUSINESS MEASURES

SECTION 3**SCOPE OF WORK/TECHNICAL SPECIFICATIONS****3.1 BACKGROUND**

Awarded Bidder(s) shall supply and deliver a variety of promotional items to the County. Promotional items shall be ordered on as-needed basis and quantities may fluctuate as a result of the number of events being held. From fiscal year 2018 through 2023, the County spent approximately \$3,229,704.26 on promotional items. The County anticipates awarding a contract for no more than \$4,566,538.34.

The County is interested in the purchase and delivery of customizable promotional items, including but not limited to the below categories:

- Apparel
- Bags and Totes
- Drinkware
- Employee Recognition
- Health & Wellness
- Office/Classroom Supplies
- Technology

3.2 LOCAL PRODUCTS

Awarded Bidder(s) shall make every effort to source products and materials from local manufacturers in Miami-Dade County for the fulfillment of orders.

3.3 PRODUCTS TO BE PROVIDED

The County has adopted an affirmative procurement program requiring the use of waste reducing, recycled and recyclable, remanufactured, and other eco-friendly products by County departments. All products listed in Attachment A - Product Specifications Form shall be for multi-use purposes and comply with the specifications below.

Awarded Bidder(s) are encouraged to utilize companies with products qualifying for US EPA Ecolabels or US EPA recommended Ecolabels (<https://www.epa.gov/greenerproducts/buying-green-consumers>) wherever possible and provide products that include a high percentage of recycled content, are plant-based, contain organic materials, and/or use unbleached or chlorine free manufacturing processes. Paper-based product or supplies should use certified post-consumer recycled-content material. Where available, Awarded Bidder(s) shall provide products whose packaging is recyclable or compostable, providing environmentally safe recycle and reuse options.

For awards/trophies, the use of eco-friendly materials, such as glass or wood, are recommended. Bags, caps, and clothing apparel should be composed of grown fiber crops, recycled, or biodegradable materials that minimize their impact on the environment when they decompose.

3.4 LOGOS

Each promotional item shall have the Miami-Dade County logo printed on it. It is the responsibility of the Awarded Bidder(s) to verify the position of the logo upon receipt of an order. The Awarded

Bidder(s) shall not alter the logo type in any way or use logo type in unapproved colors without prior approval from County.



SECTION 4
BID SUBMITTAL

	TO BE COMPLETED BY ALL BIDDERS	
	Refer to Paragraph 2.4 to ensure that Bidder's responses and attachments comply with the Solicitation's requirements.	
Paragraph Reference	Bidder Requirements	
2.4.1	<p>Bidder or Bidder's Subcontractor(s) shall be regularly engaged in the business of providing customizable promotional items to be considered for award. Bidder or Bidder's Subcontractor(s) shall provide two (2) different references demonstrating that they have provided similar products as described throughout this solicitation within the last 5 years. In lieu of the references from the Bidder or Bidder's Subcontractor, the County will consider the references from the Bidder's key personnel in accordance with Resolution No. 1122-21.</p> <p>The reference should include the customer's company name, the contact's name, title, address, telephone number, and e-mail address of the contact person who can verify that the Bidder/key personnel/Subcontractor has successfully provided the services. These references shall ascertain to the County's satisfaction that the Bidder/key personnel/Subcontractor has sufficient expertise in the industry and its firm is properly equipped to perform the required services.</p> <p>Reference Company Name No. 1:</p> <p>_____</p> <p>Is reference for the Bidder, Subcontractor, or key personnel:</p> <p>_____</p> <p>If Subcontractor, then identify the name of the Subcontractor:</p> <p>_____</p> <p>If key personnel, then identify the name of the key personnel:</p> <p>_____</p> <p>Contact's name: _____ Title: _____</p> <p>Address: _____</p> <p>Phone Number: _____ Email: _____</p>	

	Reference Company Name No. 2: _____ Is reference for the Bidder, Subcontractor, or key personnel: _____ If Subcontractor , then identify the name of the Subcontractor: _____ If key personnel , then identify the name of the key personnel: _____ Contact's name: _____ Title: _____ Address: _____ Phone Number: _____ Email: _____	
2.4.2	Bidder(s) shall provide the contact information for a service representative who shall be available from 8:00 – 5:00 PM, Monday – Saturday, for County personnel to contact for support and service for the duration of the contract. Contact's name: _____ Title: _____ Address: _____ Phone Number: _____ Email: _____	

MARKET RESEARCH

Contract No.: 8111-1/23-1	Recommendation: <input type="checkbox"/> Exercise Option to Renew (OTR) <input type="checkbox"/> Non-Competitive Acquisition <input checked="" type="checkbox"/> Solicit Competition <input type="checkbox"/> Access Contract <input type="checkbox"/> Other - Establish a Pre-qualification Pool
Title: Promotional Items	
Procurement Contracting Officer/Associate: Netanya Hogu / Leslie Zambrana	

Background:

The purpose of this market research is to determine the best procurement method for acquiring promotional items for various departments throughout Miami-Dade County (County). Prequalification Pool No. 8111-1/23-1, Promotional Items was awarded under Resolution, R-230-13 on April 2, 2013. The pool was awarded for a base of five years with one (1), five-year OTR period. The pool is currently in the last OTR period and will expire on June 30, 2023. Currently, this pool services 25 departments throughout the County. Departments utilize this pool, as needed, to issue spot market quotes to procure such items as promotional gifts, trophies, plaques, award ribbons, or advertising items.

Pool No. 8111-1/23-1 commenced with nine vendors but has since prequalified 20 additional vendors. The qualifications included the following: (1) maintain an office fully staffed and (2) identify the categories of promotional items. Vendors were then placed on a prequalified vendors list by Group, identified by the type of promotional items as listed below:

- Group 1 – Awards/Desktop Items
- Group 2 – Bags
- Group 3 – Caps & Hats/Clothing
- Group 4 – Mugs/Steins
- Group 5 – Miscellaneous Items

The initial five-year term was awarded for \$2,030,000 for 22 departments. Throughout the life of the pool, additional departments were added, and the current value has increased to \$3,977,000. A contract modification was processed to increase the contract's expenditure authority by \$721,900.00, bringing the contract to a total value of \$4,698,900.00. The modification was presented to BCC on February 7, 2023, and was approved under Resolution No. R-84-23. On June 2023, the contract was extended and prorated for 6 months bringing the total value of the contract to \$5,168,790.01

The replacement is anticipated to have a term of five years with 24 participating county departments. The value of the replacement is anticipated to be higher than the existing to account for enhanced community engagement within some of the departments in bringing awareness to and garnering interest in the County Programs and the price increases due to market conditions. The replacement Pool and subsequent Spot Market Quotes will include provisions regarding purchasing materials from local manufacturers and various ecofriendly initiatives. Additionally, the replacement will not divide the items by groups, by doing this, all vendors are able to participate in all future spot market quotes.

Research Conducted

In conjunction with CCED and Office of the Mayor, outreach was conducted to determine the usage and frequency of orders for promotional items in this pre-qualification pool. Departments provided information regarding the most common items purchased through issued spot market quotes. This list will enable the County to provide guidance to vendors on sustainable practices required by the Mayor's initiative. Any resultant solicitation shall require items to contain eco-friendly specifications.

Table 1. Breakdown of frequently purchased items:

Department	Product	Estimated Quantity
AVIATION	White Leatherette Luggage Tags with MIA Logo	10000
	Pen/Highlighter Combination	9000
	Airplane Shaped LED Light Keychain	6000
	MIA Lapel Pin	5000
	4 Count Crayon Pack	5000
	Cougar Ballpoint Pen with Blue Ink	5000
	4 Count Crayon Pack	3250
	Plane Stress Reliever	2500
	Nylon Mail Bags, must meet USPS specifications for US Mail Delivery	31500
LIBRARY	Color-changing mood pencils with black eraser	20000
	Paws and claws magnetic folding bookmark. Grey cat design	10000
	Fold up fan/flyer with nylon pouch	5000
	Bateleur Deluxe Twist Pen with Stylus. Black ink	5000
	Bookmark Magnifier, includes 6-inch ruler markings	5000
	Five-point Star Shape highlighter, each tip is a different color	5000
RER	Tyvek Wrist Bands, Various Colors	70000
	Baynanza T-Shirts Short Sleeve	6250
	Sleeker pens with County Branding	5000
	Grocery tote bags	4000
	24 OZ HDPE Water Bottles	2600
	Mini USB Chargers	2000
	USB LED Lights	1500
WASTE	Jive Stylus Pen	7000
	Waikiki Mirrored Sunglass	6000
	Newspencil Pencil (made from 75% recycled newspaper)	5000
	Phone Wallets	4500
	Stay Safe Kits	5000
	Lanyards	3000
FIRE	Plastic grab bag	10000
	Spinner Fidget toy	2500
	Yellow Cups	2000

The Miami-Dade Police Department (MDPD), the department with the largest allocation, uses this pool for various promotional items for its Public Information Section, Miami-Dade Public Safety Training Institute & Research Center, and Community Affairs Bureau Programs at community outreach events such as You Outreach Unit (YOU) Turn Around Police Academy (TAP), Miami-Dade County Youth Fair and school visits. MDPD purchases items for Communications Bureau Staff during the Telecommunicators week to all Police Dispatchers.

The promotional items are MDPD engraved and include: various trinkets, padfolios, tumblers, memorabilia/challenge coins, hats, t-shirts, tablecloths, canopies, tents, educational materials, coloring books, crayons, markers, magnets, whistles, briefcases, lunch coolers, tote bags, cups/mugs, pencils/pens, visors, earphones, notepads, desktop items, lanyards, jump drives/USB, etc. Purchases are varied throughout each fiscal year, and quantities vary according to the programs, usually always above 100 – 10,000 per item.

Market research was conducted by reaching out to other governmental entities to identify existing competitive contracts for promotional items or similar goods. Research conducted included reviewing comparable contracts from other governmental entities, in consideration of using applicable language, examine pricing structures utilized and to identify potential vendors to invite when advertising the County solicitation. The following agencies were contacted: City of Miami Gardens, City of North Miami Beach, City of Coral Springs, City of Miami, City of Homestead, and City of Fort Lauderdale. The below listed contracts were identified for these entities:

- **City of Miami - Contract No. 1018381(29), Promotional Items (Pre-Qualification Pool)**

City of Miami issued and awarded Invitation for Bid (IFB) No. 1018381(29) for Promotional Items (Pre-Qualification Pool) to eight vendors for five years with the option to renew for five additional one-year periods. The minimum vendor qualifications and requirements were very similar to the County. They must maintain an office with competent staff, provide three references, be responsible, and was awarded by groups as follows:

The pool consists of seven defined groups of prequalified Bidders to be used on an as-needed basis to meet ongoing city requirements: (1) Award/Desk Items, (2) Bags, (3) Caps & Hats/Clothing, (4) Mugs/Steins, (5) Miscellaneous, (6) Trophies, Plaques, and Crystal Vases, and (7) Custom Flags.

- **City of Fort Lauderdale - Contract No. 1808-004, Awards and Trophies**

City of Fort Lauderdale issued Quick Quote No. 1808-004 for Awards and Trophies via BidSync on August 9, 2018, to provide awards, trophies, and plaques for the city's Parks and Recreation Department. The specifications and scope of services for this contract included trophies, plaques, ribbons, medals, and sculpture awards for various sports figures, including but not limited to, volleyball, football, golf, softball, cheerleading, and soccer. The awards, trophies, and plaques are comprised of a variety of offerings as needed within the city's Parks and Recreation Department.

Award was made by item to responsive and responsible bidder, Ampros Trophy Kings, FL, Inc. quoting the lowest price, for that product(s) on an as-needed basis for the City of Fort Lauderdale.

In addition to reaching out to other governmental entities, the National Institute of Governmental Purchasing (NIGP) co-op contract list and State Contracts and Agreements, were reviewed, to see if other agencies had contracts similar in scope to this commodity. There were no contracts listed for promotional items or a similar commodity. Requests for Information (RFI) Event ID EVN000555 was advertised from July 18, 2022 to July 22, 2022 and the following 10 vendors responded to the RFI: (1) MTM Recognition Corporation, (2) Starlight Advertising & Promotions, Inc., (3) Zheng Commerce, LLC, (4) Lithografikos, LLC, (5) Jet Graphics, Inc., (6) Bilmor with Advertising Specialties, Inc., (7) Trophyland, USA, Inc., (8) Starlap Trophies, LLC, (9) Personius & Company, Inc., and (10) Players Connection of Florida, LLC.

All vendors who responded to the RFI, expressed interest in bidding on the new solicitation and will be notified once the solicitation is advertised. The current incumbent vendors of Pool No. 8111-1/23-1 will also be invited to the solicitation and notified once advertised, to maximize competition.

During the market research, due diligence was performed regarding vendors being certified to sell promotional items to ensure the County's minimum requirements were not too restrictive for competition. Through the research conducted, there are no certifications or authorizations required to sell promotional items.

Additionally, market research was conducted by reviewing the Consumer Price Index (CPI) for all urban consumers database for Miami-Fort Lauderdale-West Palm Beach, FL area. After review of the database, it was determined that there was a 32% index point increase from June 2013 to June 2022.

In July 2023, SPD and OM created a list of 25 sustainable promotional items from the results of the Department's survey. An RFI was issued to pre-qualified vendors of 8111-1/23-1 to inquire about the capability of each vendor to supply the 25 items; two SBE certified vendors responded positively to supply all items in the list.

Recommendation:

Based upon the market research that was performed, it is in the County's best interest to proceed with soliciting an Invitation to Bid (ITB) under full and open competition, to replace current Pool No. 8111-1/23-1. The purchase of promotional items is essential to the County, to promote team spirit, employee recognition, job fairs, and support marketing and outreach events for multiple departments. A replacement contract will allow the County to continue to purchase these goods, on an as-needed basis. The City of Miami Contract has value significantly lower than our estimated expenditure and has a few months remaining to expiration. The City of Fort Lauderdale was only awarded to one vendor, a new contract will allow opportunities to award to a small business. Furthermore, there are no eco-friendly requirements contained either city's contract documents. It would not be in the best interest of the County to access any of the contracts.

Procurement Contracting Officer: Leslie Zambrana

Date: 08/14/2023

EVN0000069 - Promotional Items

Note: The items below are recommended as a result of analyzing department responses to a County-wide survey, market research, and comparable contracts. Considerations were made for items with eco-friendly options, multi-use, and/or specialized department requests.

Item #	Item Description	UOM	QUANTITY
1	Trophies	Each	1
2	Plaques	Each	1
3	Pins	Each	1
4	Pens	Each	1
5	Pencil	Each	1
6	Bookmarks	Each	1
7	Journal Notebook	Each	1
8	Padfolio	Each	1
9	Sticky notebooks	Each	1
10	Drawstring bags	Each	1
11	Canvas tote bags	Each	1
12	Lanyards	Each	1
13	T-shirts	Each	1
14	Caps	Each	1
15	Sunglasses	Each	1
16	Wristbands	Each	1
17	Cooling towels	Each	1
18	Reusable water bottles	Each	1
19	Mug	Each	1
20	Lunch/Cooler bag	Each	1
21	Bike Reflectors	Each	1
22	Magnets	Each	1
23	Computer bag	Each	1
24	Flashdrive	Each	1
25	Portable Power Bank	Each	1