



# Small Business Development Division

## Project Worksheet

Project/Contract Title: Marketing and Public Relations Services Received Date: 10/6/2020  
 Project/Contract No: RFP-01505 Funding Source: Other  
 Department: Internal Services  
 Estimated Cost of Project/Bid: \$5,728,000.00

Description of Project/Bid: Miami-Dade County, hereinafter referred to as the County, as represented by the Miami-Dade County Department of Cultural Affairs, is soliciting interested parties to submit their qualifications for consideration to provide Marketing and Public Relations Services.

Contract Measures		
<u>Measure</u>	<u>Program</u>	<u>Goal Percent</u>
Set-Aside	SBE/GS	
Reasons for Recommendation		
<p>An analysis of the factors contained in Implementing Order 3-41, as well as, an analysis of the project package indicates a <b>Set-Aside</b> is appropriate for this project.</p> <p>There are thirty-two (32) SBE certified firms under this commodity code, and three (3) of them responded as being able to meet the project requirements.</p> <p>NIGP 96153 Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc.</p>		

Living Wages: YES  NO  Highway: YES  NO  Heavy Construction: YES  NO   
 Responsible Wages: YES  NO  Building: YES  NO

  
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 SBD Director

10/14/20  
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 Date