

ISSUING DEPARTMENT INPUT DOCUMENT

CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New
 OTR
 Sole Source
 Bid Waiver
 Emergency
 Previous Contract/Project No. RTQ-00462

Re-Bid
 Other – Access of Other Entity Contract
 LIVING WAGE APPLIES: YES NO

Requisition No./Project No.: RTQ-01868
 TERM OF CONTRACT 5 YEAR(S) WITH 0 YEAR(S) OTR

Requisition /Project Title: Asset Marketing & Advertising Services

Description: Establish a Pool of pre-qualified marketing and advertising firms/agencies with applicable expertise to develop special marketing and advertising projects that will generate non-tax revenue generating opportunities for the County.

Issuing Department: OMB
 Contact Person: Doris MacPherson
 Phone: 305-375-3520

Estimate Cost: \$250,000

Funding Source:
 GENERAL X
 FEDERAL X
 OTHER X

ANALYSIS

Commodity Codes:	915-01	961-53	915-22	918-07	918-76
Contract/Project History of previous purchases three (3) years Check here <input type="checkbox"/> if this is a new contract/purchase with no previous history.					
	<u>EXISTING</u>	<u>2ND YEAR</u>	<u>3RD YEAR</u>		
Contractor:					
Small Business Enterprise:					
Contract Value:					
Comments:					

Continued on another page (s): YES NO

RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
SBE				

Basis of Recommendation:

Signed: 	Date sent to SBD:
	Date returned to SPD:

SECTION 2 – SPECIAL TERMS AND CONDITIONS

2.1 PURPOSE

The purpose of this Request to Qualify (RTQ) is to establish a Pool of pre-qualified marketing firms, advertising agencies, and media services companies with applicable expertise to develop special innovative marketing and advertising projects with County owned products/assets that will generate non-tax revenue opportunities for Miami-Dade County (County). Services will include, but not limited to: creative development for projects; market and sales valuations; and full-service support for the implementation of select County products/assets (including events) in various types of projects and programs with marketing and advertising components. Entry into the pre-qualification Pool is not a contract between the County and any member of the Pool, but rather is an acknowledgement that the pool member satisfies the pre-qualification criteria set forth below for membership in the Pool. Pre-qualified vendors will be invited to participate in future spot market proposals to propose creative projects. The Pool shall remain open for the term of the RTQ, enabling additional vendors to qualify at any time after the initial RTQ opening date.

2.2 TERM

The Pool will begin on the first calendar day of the month succeeding approval by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter which is distributed by the County's Internal Services Department, Procurement Management Services Division, and contingent upon the completion and submittal of all required RTQ documents. The Pool shall expire on the last day of the last month of the sixtieth (60) month period.

2.3 PRE-QUALIFICATION REQUIREMENTS

All responses must be submitted with the provided Pre-Qualification Response Form and supporting documentation. Respondents should submit the following information with the Pre-Qualification Response Form:

1. Submit two (2) references to demonstrate that the Respondent is engaged in:
 - (a) marketing and/or advertising projects that include sales component;
 - (b) developing rate cards and implementing sales strategies;
 - (c) managing advertising and marketing project-related tasks including, but not limited to:
 1. Valuations
 2. Promotion for sales
 3. Negotiating advertising licenses/contracts
 4. Controlling the placement and/or removal of any means of advertising venues and/or activities

The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

2. Provide experience record (copies of analyses, reports, studies, findings, recommendations, marketing decks, infographics, etc.) for two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing successful marketing and/or advertising projects that included a sales/revenue component.

All Respondents submitting qualification documents are required to submit all specified information, documents and attachments as proof of compliance to the qualification requirements. Miami-Dade County, at its sole discretion, may allow a Respondent to complete the qualification requirements information/documents during the evaluation period. The County reserves the right to verify the information submitted by the Respondent and to obtain and evaluate additional information, as it deems necessary to ensure the Respondent's qualifications. The County shall be sole judge of the Respondent's conformance with the qualification requirements and its decision shall be final.

Once accepted into the Pool, all qualified respondents will be invited to participate on individual non-recurring projects through Spot Market Proposals that will be advertised by the Project Manager. Each Pool member may elect to submit a proposal for each project/service requested.

2.4 SPOT MARKET PROPOSALS

Future spot market competition(s) may be conducted by the County through the following processes:

- a. Work Order Proposal Requests (WOPR): a quality or quality and price evaluation with award based on rankings/points.
- b. Request for Quotations (RFQ): award based on the highest revenue offered.

In addition to the methods stated above, the County reserves the right to conduct future competitions using whichever process it determines to be in its best interest. The procurement process to be followed will be defined in the spot market documents at the time of competition.

2.5 STRUCTURE OF POOL

It is the County's intention to create a Pool of qualified marketing firms, advertising agencies, and media services companies who are interested in partnering with the County on developing and implementing non-tax, revenue-sharing strategies with a portfolio of County owned products/assets. Respondents are encouraged to also suggest innovative and new projects for the County that achieve the goal of revenue generation. The County may add new agencies to the Pool and may also add new deliverables.

Depending on a project scope, a Respondent can elect to be responsible for furnishing of all labor, materials, equipment, services and incidentals in exchange for the rights of selling advertising and/or marketing/sponsorship services for a specific County asset. Alternatively, a Respondent may elect to only provide sales services to generate advertising/marketing revenue directly to the County.

Any costs incurred by a Pool member in submitting a project proposal in response to a request for a Spot Market Proposal (WOPRs and RFQs) will be the sole responsibility of the Pool member.

2.6 INDEMNIFICATION AND INSURANCE

The following is required, in addition to the insurance requirements of Section 1.22:

Advertising and Media Liability Insurance on a comprehensive basis, in an amount not less than \$1,000,000 combined single limit per occurrence for bodily injury and property damage. **Miami-Dade County must be shown as an additional insured with respect to this coverage.**

2.7 ADDITIONAL SERVICES

At the County's sole discretion the selected Pre-Qualified Pool participant(s) may be requested to provide additional services.

2.8 LICENSES, PERMITS AND FEES

The Pre-Qualified Pool participant(s) shall obtain and pay for all licenses, permits and inspection fees required for any projects proposed and accepted by the County; and shall comply with all laws, ordinances, regulations and building code requirements applicable to the work contemplated herein. Damages, penalties and or fines imposed on the County or the selected Pre-Qualified Pool participant(s) for failure to obtain required licenses, permits or fines shall be borne by the selected Pre-Qualified Pool participant(s).



SECTION 3 – TECHNICAL SPECIFICATIONS

3.1 INTRODUCTION

To establish a Pool of pre-qualified marketing firms, advertising agencies, and media services companies with applicable expertise to develop and implement special innovative marketing and advertising projects with County owned products/assets that will generate non-tax revenue opportunities for Miami-Dade County (County).

The County anticipates establishing a Pool that represents a diverse range of firms and agencies for all types of projects. Proposers will not receive a fee for any services from the County, but rather receive a share of the revenues generated by them on a per project basis. Proposers will submit their proposed financial models (revenue sharing model) with each project proposal.

3.2 SCOPE OF SERVICES

The County seeks to create a Pool of firms/agencies with proven expertise in conceiving and executing large-scale advertising and marketing/sponsorship projects that may include, but are not limited to, the following deliverables:

1. Indoor/Interior Spaces and Facilities Advertising Opportunities

- Wall signage
- Video/digital screens
- Interactive kiosks
- Audio messaging
- Product placements

2. Outdoor/Exterior Spaces and Facilities Advertising Opportunities*

- Wall murals and adhesives
- Free-standing signage
- Vehicle wraps
- Parking garages
- Product placements

**It is contractor's responsibility to perform all due diligence required and to obtain any and all required permits and governmental approvals to ensure any outdoor/exterior advertising format above conforms to any and all applicable laws and regulations prior to the placement of any advertisements and structures.*

3. Print Advertising Opportunities

- County publications (i.e. Hurricane Readiness Guide, Parks Quarterly/Annual Guide, etc.)
- Direct mail pieces (i.e. Waste Service Guide, Recycling Calendars, etc.)
- Transit maps and passes
- Public Parks promotional collaterals
- Public Libraries promotional collaterals

4. Digital & Mobile App Development with Advertising Opportunities

- Developing digital advertising opportunities in new and improved County mobile apps
- Developing online advertising opportunities for select County websites
- Develop creative social media revenue generating strategies for County projects

