



# Small Business Development Division

## Project Worksheet

**Project/Contract Title:** Marketing Services Pre-qualification Pool **Received Date:** 8/13/2021  
**Project/Contract No:** RTQ-02047 **Funding Source:** Other  
**Department:** Internal Services  
**Estimated Cost of Project/Bid:** \$0.00  
**Description of Project/Bid:** Establish a Prequalified Pool of Vendors that will be used to solicit marketing related services for Miami-Dade County. These marketing related services are to include, but are not limited to, outreach, media relations, market research, public relations

Contract Measures Recommendation		
Measure	Program	Goal Percent
Set-Aside	SBE/GS	
Reasons for Recommendation		
<p>SBD reviewed this project pursuant to Implementing Order 3-41 for SBE-Goods &amp; Services Measures. Project information analyzed included the project's scope of services, estimated project cost, minimum requirements/qualifications and funding source. Additional factors included surveys conducted with certified firms to determine availability and assigned of the noted measure. A <b>SBE Set-Aside</b> shall be applied to the following groups:</p> <p><b>Group A: MARKET RESEARCH, STRATEGY DEVELOPMENT &amp; ANALYTICS</b></p> <p><b>Group B: BRANDING &amp; CREATIVE SERVICES</b></p> <p><b>Group C: CAMPAIGN EXECUTION</b></p> <p><b>Group D: AUDIO/VISUAL PRODUCTION</b></p> <p><b>Group E: MEDIA &amp; PUBLIC RELATIONS SERVICES</b></p> <p><b>Group F: ENGAGEMENT MARKETING SERVICES, AND COMMUNITY ENGAGEMENT &amp; OUTREACH</b></p> <p><b>Group G: VOICEOVER TALENT SERVICES</b></p> <p>A <b>No Measure</b> will apply when the funding source is FEDERAL for each group.</p> <p>The Miami Dade County Living Wage Rate does not apply as these services do not fall under the Living Wage covered services.</p> <p>There are fifty-two (52) SBE certified firms under these commodity codes; and seven (7) of them responded as being able to meet the qualifications.</p> <p>NIGP 91876 Marketing Consulting, NIGP 96153 Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc., NIGP 91522 Communications Marketing Services, NIGP 96179 Trade Services, Facilitation, Information, Marketing, Promotion, Trade Agents and Brokers, etc.(Inactive, please see commodity code 918-21 effective January 1, 2016)</p>		

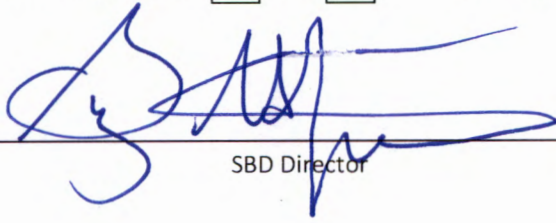
Living Wages: YES  NO

Highway: YES  NO

Heavy Construction: YES  NO

Responsible Wages: YES  NO

Building: YES  NO



SBD Director

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Date