



Finance and Administrative Services Department

PURCHASING DIVISION

115 S. Andrews Avenue, Room 212 • Fort Lauderdale, Florida 33301 • 954-357-6066 • FAX 954-357-8535

Via Email Transmittal

January 15, 2025

Alexandra Nussdorfer, VP Business Operations
Krent Paffett Carney Inc. DBA EXP Studios
225 Dyer Street, 2nd Floor
Providence, RI 02903

Re: Objection to Proposed Ranking – Request for Letters of Interest (RLI) No. GEN2126966R1,
Nature Centers Exhibit Design, Fabrication, and Installation

The Broward County Purchasing Division (“Purchasing”) is in receipt of your firm’s timely objection received on December 9, 2024, regarding the Proposed Recommendation of Ranking for RLI No. GEN2126966R1, Nature Centers Exhibit Design, Fabrication, and Installation. The Proposed Recommendation of Ranking was posted on December 5, 2024, through December 10, 2024, with Krent Paffett Carney Inc. DBA EXP Studios listed as the number two ranked firm. This response letter includes the three objection assertions specified and the County’s corresponding responses as follows:

Objection Assertion No. 1 Misidentification of Our Firm During Deliberations:

Your letter asserts the following: “Our firm was repeatedly referred to as “Explus” during the evaluation meeting, despite “Explus” being an entirely different firm that withdrew from the bidding process. This misidentification calls into question whether evaluators were sufficiently prepared and capable of distinguishing between competing firms. Given that the final outcome was decided by a single vote, such confusion could have materially impacted the ranking process.”

County’s Response:

After a comprehensive review of the meeting recording, EXP Studios was only referred to as “Explus” once during the meeting. This occurred during the reading of the order of vendor presentations, to which a representative of EXP Studios corrected the Chair and the Chair acknowledged the correction. Based on the review of the recording, there was no repeated reference to EXP Studios as “Explus” by the Chair.

Pursuant to Broward Procurement Code, Section 21.42(b), the Director of Purchasing approved Explus, Inc.’s request to withdraw their proposal. This information was submitted to the Evaluation Committee (EC) prior to the final evaluation meeting. Further, all information reviewed by the EC as part of the evaluation process for the remaining vendors was submitted to the EC approximately ninety (90) days in advance of the evaluation committee meeting. As such, each EC member was well informed, fully prepared, and capable of distinguishing between the remaining competing firms. As a result, the single mention of “Explus” did not materially impact the ranking process for this solicitation as all EC members have confirmed that they can be fair and impartial to all vendors when they make their selection.

Alexandra Nussdorfer, VP Business Operations, Krent Paffett Carney Inc. dba EXP Studios
Objection to Proposed Ranking – RLI No. GEN2126699R1, Nature Centers Exhibit Design,
Fabrication, and Installation

January 15, 2025
Page 2 of 3

Objection Assertion No. 2 Misannouncement of the Award:

Your letter asserts the following: “When the award was announced, the committee initially declared us as the winning bidder. This announcement was subsequently rescinded, and Riggs Ward was declared the winner. Such an error suggests procedural disorganization and raises concerns about the accuracy and transparency of the decision-making process. evaluation process, as it allows all relevant factors to be considered and prevents decisions from being made based on incomplete or outdated information.”

County’s Response:

As this solicitation is a Request for Letters of Interest (RLI), it requires the tallying of EC ballots. The tabulation of EC ballots did not declare EXP Studios as the winning vendor. Even though the below results identified Riggs Ward Design, LLC as the first ranked vendor receiving the lowest total points on the ballots, at the beginning of announcing the results, the Purchasing Representative inadvertently began to read the results in alphabetical order (and not in order of ranking) starting with EXP Studios. However, this error was immediately corrected, and the reading of the results and rankings were announced starting with the first ranked vendor through the fifth ranked vendor.



Ranking Summary Sheet

RLI No. GEN2126966R1

Nature Centers Exhibit Design, Fabrication, and Installation

Wednesday, November 20, 2024

Firms (Listed Alphabetically)	Evaluation Committee Members			TOTAL	Ranking
	Jennifer Jurado	Jill Thompson	Christina Roldan		
Krent Paffett Carney Inc., DBA EXP Studios	3	1	2	6	2
La Pequena Compania LLC DBA Atomic Carrots	5	5	5	15	5
Little Ray's Reptile Zoo US LLC DBA Little Ray's Exhibitions	4	4	3	11	4
Riggs Ward Design, LLC	2	2	1	5	1
Taylor Studios, Inc.	1	3	4	8	3

Objection Assertion No. 3 Confusion Regarding Collaboration with Bombshell Productions:

Your letter asserts the following: “During our presentation, it became evident that there was confusion among committee members regarding our collaboration with Bombshell Productions. This partnership was specifically undertaken to meet the RFP requirement of working with a Broward County-based business. The lack of familiarity with this aspect of our proposal suggests that the committee may not have thoroughly reviewed our submission. This oversight undermines confidence that our proposal was fairly and accurately evaluated against the solicitation’s requirements.”

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Objection to Proposed Ranking – RLI No. GEN2126699R1, Nature Centers Exhibit Design,
Fabrication, and Installation

January 15, 2025

Page 3 of 3

County's Response:

In accordance with Section 286.0113, Florida Statutes, presentations and questions and answers are closed to the public and competing presenters. The purpose is to provide vendors with the private opportunity to clarify any information from their written proposal. Given that Bombshell Productions was not identified as a sub-consultant in EXP Studios' proposal at the time of the solicitation end date, the EC utilized this closed portion of the meeting to seek clarification on Bombshell Production's collaboration with EXP Studios. These clarifying questions were not based on the EC being unfamiliar with EXP Studios' proposal, but rather to ascertain all necessary information in addition to the written proposal and presentation, and to aid in selecting a vendor that will provide the services that are in the best interest of the County.

Summary:

After review of the procurement records and proceedings of the Evaluation Committee, and in consultation with the Office of the County Attorney, we are unable to find sufficient merit in your objections to warrant any recall or otherwise alter the recommendation of the Evaluation Committee. The process for the evaluation of firms was conducted appropriately and within established requirements, guidelines, practices, and procedures set forth in the Broward County Procurement Code, County Ordinances, and existing written guidelines of the Purchasing Division. Therefore, given these circumstances, your objection is denied.

While we recognize this is not the result you seek, we hope this response helps clarify your understanding of the County's requirements, as we do recognize and appreciate the time and effort involved in submitting a proposal.

Thank you for your participation in this procurement and we would look forward to the opportunity to do business with your firm in the future.

Respectfully,

**Robert
Gleason**

Digitally signed by
Robert Gleason
Date: 2025.01.15
16:17:39 -05'00'

Robert E. Gleason, Director
Purchasing Division

REG/dce/dl/sl

Attachment

- c: Dan West, Director, Parks and Recreation Division
Kelton Harvey, Program/Project Coordinator, Sr., Parks and Recreation Division
Vishall Nandlal, Contract/Grant Administrator, Parks and Recreation Division
Constance Mangan, Assistant Director of Purchasing, Purchasing Division
Danea Cohen-Ebanks, Purchasing Manager, Purchasing Division
Dazarene Lescott, Purchasing Agent Senior, Purchasing Division
Fernando Amuchastegui, Senior Assistant County Attorney, Office of the County Attorney
Sarah Cohen, Assistant County Attorney, Office of the County Attorney