

bid #GEN2125785P1 -  
Advertising Agency

Broward County Board of  
County Commissioners

### Bid #GEN2125785P1 - Advertising Agency Services

Creation Date **Mar 22, 2023**

End Date **Apr 25, 2023 2:00:00 PM EDT**

Start Date **Apr 4, 2023 6:05:31 PM EDT**

Awarded Date **Not Yet Awarded**

<b>Gravitational Marketing</b>		<b>\$607,399.9992 (5/5 items)</b>		
Bid Contact <b>Amanda Hlavacek</b> <b>amanda@gravitationalmarketing.com</b> <b>Ph 407-917-4111</b>		Address <b>12301 Lake Underhill Rd</b> <b>Orlando, FL 32828</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
Item #	Line Item	Unit Price	Qty/Unit	Total Price
GEN2125785P1-01-01	Monthly Flat Fee Services: Greater Fort Lauderdale Convention & Visitors Bureau - First Offer	\$222.2222	36 / month	\$7,999.9992
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-02	Other Department Hourly Rate Services: Aviation - First Offer	\$75.00	1944 / hour	\$145,800.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-03	Other Department Hourly Rate Services: Port Everglades - First Offer	\$75.00	2448 / hour	\$183,600.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-04	Other Division Hourly Rate Services: Cultural - First Offer	\$75.00	3600 / hour	\$270,000.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-05	Media Buys Commission: Percentage for GFLCVB and Other Departments/Divisions - First Offer	12.50%	1 / contract	12.50%
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		

<b>Bold Digital Marketing Studio</b>		<b>\$1,439,022.60 (5/5 items)</b>		
Bid Contact <b>Ana Carolina Salazar</b> <b>acsalazar@boldhispanic.marketing</b> <b>Ph 407-453-4322</b>		Address <b>1321 Falling Star Ln</b> <b>Orlando, FL 32828</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
Item #	Line Item	Unit Price	Qty/Unit	Total Price
GEN2125785P1-01-01	Monthly Flat Fee Services: Greater Fort Lauderdale Convention & Visitors Bureau - First Offer	\$12.85	36 / month	\$462.60
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-02	Other Department Hourly Rate Services: Aviation - First Offer	\$180.00	1944 / hour	\$349,920.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-03	Other Department Hourly Rate Services: Port Everglades - First Offer	\$180.00	2448 / hour	\$440,640.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		

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<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-04	Other Division Hourly Rate Services: Cultural - First Offer	\$180.00	3600 / hour	\$648,000.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-05	Media Buys Commission: Percentage for GFLCVB and Other Departments/Divisions - First Offer	15.00%	1 / contract	15.00%
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		

<b>SRB Communications</b>		<b>\$2,698,200.00 (5/5 items)</b>		
Bid Contact <b>Sheila Brooks</b> <b>sbrooks@srbcommunications.com</b> <b>Ph 202-775-7721</b>		Address <b>1432 K Street NW</b> <b>Suite 800</b> <b>Washington, DC 20005</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
<b>Item #</b>	<b>Line Item</b>	<b>Unit Price</b>	<b>Qty/Unit</b>	<b>Total Price</b>
GEN2125785P1-01-01	Monthly Flat Fee Services: Greater Fort Lauderdale Convention & Visitors Bureau - First Offer	\$25,000.00	36 / month	\$900,000.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-02	Other Department Hourly Rate Services: Aviation - First Offer	\$225.00	1944 / hour	\$437,400.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-03	Other Department Hourly Rate Services: Port Everglades - First Offer	\$225.00	2448 / hour	\$550,800.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-04	Other Division Hourly Rate Services: Cultural - First Offer	\$225.00	3600 / hour	\$810,000.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-05	Media Buys Commission: Percentage for GFLCVB and Other Departments/Divisions - First Offer	10.00%	1 / contract	10.00%
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		

<b>Aqua</b>		<b>\$4,938,300.00 (5/5 items)</b>		
Bid Contact <b>Dave DiMaggio</b> <b>newbiz@welcometoaqua.com</b> <b>Ph 727-687-4670</b>		Address <b>SAINT PETERSBURG, FL 33701</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
<b>Item #</b>	<b>Line Item</b>	<b>Unit Price</b>	<b>Qty/Unit</b>	<b>Total Price</b>
GEN2125785P1-01-01	Monthly Flat Fee Services: Greater Fort Lauderdale Convention & Visitors Bureau - First Offer	\$102,765.00	36 / month	\$3,699,540.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-01-02	Other Department Hourly Rate Services: Aviation - First Offer	\$155.00	1944 / hour	\$301,320.00
<b>Product Code:</b>		<b>Supplier Product Code:</b>		
<b>Agency Notes:</b>		<b>Supplier Notes:</b>		
GEN2125785P1-	Other Department Hourly Rate Services: Port	\$155.00	2448 /	\$379,440.00

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-01-03	Everglades - First Offer	hour	
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>	
GEN2125785P1-01-04	Other Division Hourly Rate Services: Cultural - First Offer	\$155.00	3600 / hour
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>	
GEN2125785P1-01-05	Media Buys Commission: Percentage for GFLCVB and Other Departments/Divisions - First Offer	7.50%	1 / contract
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>	

<b>Paradise Advertising</b>		<b>\$13,192,200.00 (5/5 items)</b>	
Bid Contact <b>Rudy Webb</b> <b>rwebb@paradiseadv.com</b> <b>Ph 727-821-5155</b>		Address <b>Saint Petersburg, FL 33701</b>	
Bid Notes <b>Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions. We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.</b>			
<b>Agency Notes:</b>		<b>Supplier Notes:</b> Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions. We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.	
<b>Item #</b>	<b>Line Item</b>	<b>Unit Price</b>	<b>Qty/Unit</b>
GEN2125785P1-01-01	Monthly Flat Fee Services: Greater Fort Lauderdale Convention & Visitors Bureau - First Offer	\$327,600.00	36 / month
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions. We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.  Breakdown for Clarification 1872 Hours Per Month x \$175 Per Hour = \$327,600 Per Month \$327,600 x 12 = \$3,931,200 Per Year \$3,931,200 Per Year x 3 Years = \$11,793,600	
GEN2125785P1-01-02	Other Department Hourly Rate Services: Aviation - First Offer	\$175.00	1944 / hour
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions.	

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		We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.		
GEN2125785P1-01-03	Other Department Hourly Rate Services: Port Everglades - First Offer	\$175.00	2448 / hour	\$428,400.00
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions. We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.		
GEN2125785P1-01-04	Other Division Hourly Rate Services: Cultural - First Offer	\$175.00	3600 / hour	\$630,000.00
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions. We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.		
GEN2125785P1-01-05	Media Buys Commission: Percentage for GFLCVB and Other Departments/Divisions - First Offer	7.50%	1 / contract	7.50%
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Paradise develops flexible compensation arrangements tailored to each client. We desire to land on a mutually agreed upon budget breakout arrangement after further discussions. We structure a budget for an integrated marketing communications plan to achieve and exceed annual goals, in which budgets and goals typically change from year to year. We absolutely want to work with you and your team and we endeavor to come to compensation structure that is agreeable to all parties.		

**Pricing Worksheet**

Vendor should submit their completed Pricing Worksheet electronically through Periscope SG2 by the date and time specified in the solicitation. If not submitted with vendor's proposal, it must be submitted within three (3) business days of County's written request. These prices, hourly rates, and percentages are subject to reduction through negotiations, and is not a 'guaranteed' amount by County. The County reserves the right to obtain additional information or clarification from a Proposer regarding missing or incomplete information.

<b>Vendor Name:</b>	<b>Scend, LLC DBA Gravitational Marketing</b>
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<b>Flat Fee Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>			
Vendors cost breakdown for its proposed Flat Fee submitted as the Unit Price in the Periscope S2G Place Offer Tab for Line Item GEN2125785P1-01-01 for the GFLCVB (excluding Reimbursable Expenses).			
<b>Services</b>	<b>Vendor Proposed Monthly Hours</b>	<b>Hourly Rate (all-inclusive)</b>	<b>Monthly Fee</b>
Communication & Reports	25	\$0.00	\$0.00
Brand Strategy and Creative Services	30	\$0.00	\$0.00
Account Maintenance	10	\$50.00	\$18,000.00
Media Planning	25	\$0.00	\$0.00
<b>VENDOR'S PROPOSED MONTHLY FLAT FEE SERVICES</b> <b>(This amount should be the same as the total inserted for the Periscope S2G Line Item GEN2125785P1-01-01)</b>			<b>\$18,000.00</b>

<b>Optional Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>		
Vendors proposed Hourly Rates for Optional Services for the GFLCVB (refer to <b>Scope of Services, Section 8</b> for additional information). These hourly rates will not be used in the calculation of the Vendor's points for price.		
<b>Services</b>	<b>Hourly Rate (all-inclusive)</b>	
Social Media Services		
Public Relations Services		
Website Design Services		
Tradeshow Exhibit Planning Services		

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**Pricing Worksheet**

Vendor should submit their completed Pricing Worksheet electronically through Periscope SG2 by the date and time specified in the solicitation. If not submitted with vendor's proposal, it must be submitted within three (3) business days of County's written request. These prices, hourly rates, and percentages are subject to reduction through negotiations, and is not a 'guaranteed' amount by County. The County reserves the right to obtain additional information or clarification from a Proposer regarding missing or incomplete information.

<b>Vendor Name:</b>	<b>BOLD DIGITAL MARKETING LLC</b>
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<b>Flat Fee Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>			
Vendors cost breakdown for its proposed Flat Fee submitted as the Unit Price in the Periscope S2G Place Offer Tab for Line Item GEN2125785P1-01-01 for the GFLCVB (excluding Reimbursable Expenses).			
<b>Services</b>	<b>Vendor Proposed Monthly Hours</b>	<b>Hourly Rate (all-inclusive)</b>	<b>Monthly Fee</b>
Communication & Reports	12	\$175.00	\$75,600.00
Brand Strategy and Creative Services	36	\$150.00	\$194,400.00
Account Maintenance	24	\$150.00	\$129,600.00
Media Planning	10	\$175.00	\$63,000.00
<b>VENDOR'S PROPOSED MONTHLY FLAT FEE SERVICES (This amount should be the same as the total inserted for the Periscope S2G Line Item GEN2125785P1-01-01)</b>			<b>\$462,600.00</b>

<b>Optional Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>		
Vendors proposed Hourly Rates for Optional Services for the GFLCVB (refer to <b>Scope of Services, Section 8</b> for additional information). These hourly rates will not be used in the calculation of the Vendor's points for price.		
<b>Services</b>	<b>Hourly Rate (all-inclusive)</b>	
Social Media Services	\$120.00	
Public Relations Services	\$250.00	
Website Design Services	\$120.00	
Tradeshaw Exhibit Planning Services	\$95.00	

### Pricing Worksheet

Vendor should submit their completed Pricing Worksheet electronically through Periscope SG2 by the date and time specified in the solicitation. If not submitted with vendor's proposal, it must be submitted within three (3) business days of County's written request. These prices, hourly rates, and percentages are subject to reduction through negotiations, and is not a 'guaranteed' amount by County. The County reserves the right to obtain additional information or clarification from a Proposer regarding missing or incomplete information.

<b>Vendor Name:</b>	<b>Aqua Marketing &amp; Communicatins, Inc.</b>
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<b>Flat Fee Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>			
Vendors cost breakdown for its proposed Flat Fee submitted as the Unit Price in the Periscope S2G Place Offer Tab for Line Item GEN2125785P1-01-01 for the GFLCVB (excluding Reimbursable Expenses).			
Services	Vendor Proposed Monthly Hours	Hourly Rate (all-inclusive)	Monthly Fee
Communication & Reports	65	\$155.00	\$362,700.00
Brand Strategy and Creative Services	145	\$155.00	\$809,100.00
Account Maintenance	238	\$155.00	\$1,328,040.00
Media Planning	215	\$155.00	\$1,199,700.00
<b>VENDOR'S PROPOSED MONTHLY FLAT FEE SERVICES</b> (This amount should be the same as the total inserted for the Periscope S2G Line Item GEN2125785P1-01-01)			<b>\$3,699,540.00</b>

<b>Optional Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>		
Vendors proposed Hourly Rates for Optional Services for the GFLCVB (refer to <b>Scope of Services, Section 8</b> for additional information). These hourly rates will not be used in the calculation of the Vendor's points for price.		
Services	Hourly Rate (all-inclusive)	
Social Media Services	\$155.00	
Public Relations Services	\$155.00	
Website Design Services	\$155.00	
Tradeshow Exhibit Planning Services	\$155.00	

**Pricing Worksheet**

Vendor should submit their completed Pricing Worksheet electronically through Periscope SG2 by the date and time specified in the solicitation. If not submitted with vendor's proposal, it must be submitted within three (3) business days of County's written request. These prices, hourly rates, and percentages are subject to reduction through negotiations, and is not a 'guaranteed' amount by County. The County reserves the right to obtain additional information or clarification from a Proposer regarding missing or incomplete information.

<b>Vendor Name:</b>	<b>Paradise Advertising &amp; Marketing, Inc.</b>
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<b>Flat Fee Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>			
Vendors cost breakdown for its proposed Flat Fee submitted as the Unit Price in the Periscope S2G Place Offer Tab for Line Item GEN2125785P1-01-01 for the GFLCVB (excluding Reimbursable Expenses).			
Services	Vendor Proposed Monthly Hours	Hourly Rate (all-inclusive)	Monthly Fee
Communication & Reports	248	\$175.00	\$1,562,400.00
Brand Strategy and Creative Services	708	\$175.00	\$4,460,400.00
Account Maintenance	548	\$175.00	\$3,452,400.00
Media Planning	368	\$175.00	\$2,318,400.00
<b>VENDOR'S PROPOSED MONTHLY FLAT FEE SERVICES</b> (This amount should be the same as the total inserted for the Periscope S2G Line Item GEN2125785P1-01-01)			<b>\$11,793,600.00</b>

<b>Optional Services: Greater Fort Lauderdale Convention &amp; Visitors Bureau (GFLCVB)</b>		
Vendors proposed Hourly Rates for Optional Services for the GFLCVB (refer to <b>Scope of Services, Section 8</b> for additional information). These hourly rates will not be used in the calculation of the Vendor's points for price.		
Services	Hourly Rate (all-inclusive)	
Social Media Services	\$175.00	
Public Relations Services	\$175.00	
Website Design Services	\$175.00	
Tradeshow Exhibit Planning Services	\$175.00	