



OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT
Governmental Center Annex

115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301 • 954-357-6400 • FAX 954-357-5674

MEMORANDUM

DATE: November 7, 2019

TO: Christine Calhoun, Purchasing Manager
Purchasing Division

THRU: Sandy-Michael McDonald, Director *SM*
Office of Economic and Small Business Development

FROM: Freddy Castillo, Small Business Development Manager *FC*
Office of Economic and Small Business Development

SUBJECT: RFP No. GEN2119422P1 - Communications and Marketing Services
County Business Enterprise (CBE) Evaluation

The Office of Economic and Small Business Development (OESBD) conducted a review of the respondents' compliance with CBE Program requirements for the above referenced project. An overview is provided as follows:

The CBE goal for this project: 30%

Met the CBE Requirements:

<u>Firms</u>	<u>Category</u>	<u>Percentage</u>
Conceptual Communications, LLC (Prime)	CBE	100%
Total		<u>100%</u>
Full Moon Creative LLC (Prime)	CBE	80%
Total		<u>80%</u>
Cunningham Communications Consulting Company (Prime) Mobile Events Live Streaming, LLC	CBE	30%
Total		<u>30%</u>
Cornerstone Solutions Florida, LLC (Prime) Beyond Revealed Media, LLC	CBE	30%
Total		<u>30%</u>

Met the CBE Requirements (cont'd):

<u>Firms</u>	<u>Category</u>	<u>Percentage</u>
VGreen Enterprises LLC(Prime)	CBE	<u>100%</u>
	Total	100%
Metropolitan Public Strategies (Prime) Holt Communications, Inc.	CBE	<u>30%</u>
	Total	30%
Adept Public Relations, LLC. (Prime)	CBE	<u>75%</u>
	Total	75%

Did not meet the CBE Requirements:

<u>Firms</u>	<u>Category</u>	<u>Percentage</u>
ANCO Media Group, LLC (Prime)	Non-CBE	None
ADG Strategy Group Inc (Prime)	Non-CBE	None
Barrington Management Artist Group (Prime)	Non-CBE	None

CBE Compliance Comments:

All ten (10) firms were given three (3) business days to provide complete and accurate Letters of Intent (LOIs) or documentation demonstrating their good faith efforts to meet the goal. Conceptual Communications, LLC, Full Moon Creative LLC, Cunningham Communications Consulting Company, Cornerstone Solutions Florida, LLC, VGreen Enterprises LLC, Adept Public Relations, LLC., and Metropolitan Public Strategies submitted LOIs that met or exceeded the 30% CBE goal and are therefore compliant with the CBE program requirements of this solicitation.

Barrington Management Artist Group submitted LOIs that did not identify subcontractable opportunities for CBEs and did not submit documentation demonstrating their good faith efforts to meet the goal. Therefore, Barrington Management Artist Group, is non-compliant with the CBE program requirements of this solicitation.

ADG Strategy Group Inc submitted LOIs with firms that are not Broward County certified CBEs and did not submit documentation demonstrating their good faith efforts to meet the goal. Therefore, ADG Strategy Group Inc is non-compliant with the CBE program requirements of this solicitation.

RFP No. GEN2119422P1 - Communications and Marketing Services
County Business Enterprise (CBE) Evaluation

ANCO Media Group, LLC submitted an application for evaluation of good faith effort. Upon review of their good faith effort, OESBD has determined that they did not meet the quality, quantity and extent in their efforts to meet the goal in accordance with Section 1-81.5 of the Broward County Business Opportunity Act of 2012 ("the Act"), as amended. ANCO Media Group, LLC did not provide documentation indicating that they contacted any of the CBE firms within the scope of work for this project, the firm did not post an ad in the local newspaper or provide a description of information provided to potential CBEs regarding the plans and specifications for the work selected for subcontracting. In addition, seven (7) bidders met or exceeded the CBE requirement for this solicitation. Section 1-81.5 (d) (3) of the Act states: "In determining whether a Bidder has made Good Faith Efforts, the Program Director may also consider the level of CBE participation proposed by other Bidders as well as any representations made by the Bidder during the bid, proposal, or selection phases of the procurement regarding the Bidder's commitment to attain the CBE goal." Therefore, it is determined that ANCO Media Group, LLC is non-compliant with the CBE program requirements of this solicitation.

CBE Compliance History:

The following is a report of the respondents' CBE compliance history for active projects and projects completed within the last five (5) years of the RFP's opening date:

OESBD cannot report CBE compliance history of active or completed projects for any of the ten (10) firms as no active projects or completed projects exist within the last five (5) years of the RFP's opening date for any of these firms.

cc: Maribel Feliciano, Assistant Director, OESBD
Nichole Francis, Small Business Development Specialist, OESBD