



Broward County

Legislation Details

File #:	20-240	Version:	1
		Status:	Agenda Ready
		In control:	Greater Fort Lauderdale Convention and Visitors Bureau
On agenda:	3/10/2020	Final action:	3/10/2020
Title:	MOTION TO APPROVE Agreement between Broward County and Aqua Marketing & Communications, Inc., for Request for Proposals (RFP) No. GEN2116476P1, Advertising Agency Services, for the Broward County Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) and other County agencies, in the amount of \$3,211,896 for Flat Fee Services, \$8,397,120 for Optional Services, \$2,250,000 for reimbursables and \$18,000,000 for media buys (estimate based on potential budget) for the initial three-year term of \$31,859,016 and authorize the Director of Purchasing to renew the Agreement for two one-year periods, for a five-year potential estimated amount of \$53,162,086, and authorize the Mayor and Clerk to execute the same.		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. Exhibit 1 - Agreement Summary, 2. Exhibit 2 - Agreement, 3. Exhibit 3 - Goal Memorandum dated August 15, 2019		

Date	Ver.	Action By	Action	Result
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