



Broward County

Legislation Text

File #: 20-240, Version: 1

Broward County Commission Regular Meeting

Director's Name: George Tablack

Department: Finance and Administrative Services **Division:** Purchasing

Information

Requested Action

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.

Why Action is Necessary

In accordance with the Broward County Procurement Code, Section 21.31.a.4, Board approval is required for awards exceeding \$500,000.

What Action Accomplishes

Provides advertising agency services for creative brand development and production services, media planning and buying, and design strategic marketing campaigns for the Broward County Greater Fort Lauderdale Convention & Visitors Bureau and project-specific advertising services for Port Everglades, Fort Lauderdale-Hollywood International Airport, and Parks and Recreation Division.

Is this Action Goal Related

No

Previous Action Taken

None.

Summary Explanation/Background

THE PURCHASING DIVISION AND THE BROWARD COUNTY GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU RECOMMEND APPROVAL OF THE ABOVE MOTION.

The Office of Economic and Small Business Development established a County Business Enterprise (CBE) participation goal of 6% (excluding direct media buys) for this project. Aqua Marketing & Communications, Inc. (Aqua) has committed to meet the CBE participation goal (Exhibit 3).

The purpose of this agreement (Exhibit 2) is to engage the services of an advertising agency to

provide creative brand development services, production services, media planning, including buying and designing strategic marketing campaigns for the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) as well as project-specific work for Port Everglades (Port), Fort Lauderdale-Hollywood International Airport (Airport), and Parks and Recreation Division (Parks).

On January 29, 2019 (Item No. 64), the Board approved Request for Proposals (RFP) No. GEN2116476P1, Advertising Agency Services. The RFP was advertised and at the time of the opening deadline, 5:00 p.m. on March 20, 2019, 16 firms submitted proposals.

On September 12, 2019, an Initial Evaluation Committee meeting was held. The Evaluation Committee determined that 15 firms were to be evaluated as responsive and 14 firms were to be evaluated as responsible to the RFP requirements. The Evaluation Committee Chair stated that in accordance with the RFP, Standard instructions to Vendors, Section E, Evaluation Criteria, 3.A, the Director of Purchasing recommended short listing the most qualified firms to no fewer than seven firms prior to the final evaluation. The Evaluation Committee chose to short list seven firms to move onto the final evaluation.

On October 21, 2019, a Final Evaluation Committee meeting was held. After presentations, evaluation, scoring and ranking, the Evaluation Committee named Aqua Marketing & Communications, Inc. as the first-ranked firm.

The Evaluation Committee's proposed recommendation of ranking was posted on the Purchasing Division website from November 12 - 14, 2019, which provided an opportunity for any proposer or interested party to present any new or additional information regarding the responsibility of the proposers. There was no additional information submitted within this time frame.

On November 14, 2019, a commissioner's office requested the final ranking be pulled from the Low Bid Report and be presented as an agenda item for discussion to the Board.

The Evaluation Committee's final recommendation of ranking was posted on the Purchasing Division website from November 15 - 21, 2019, which provided an opportunity for any aggrieved proposer to file a formal protest. There was no protest filed within this timeframe.

On December 3, 2019 (Item No. 77), the Board approved the Evaluation Committee's final ranking of the firms and authorized staff to proceed with negotiations. The County held four negotiation meetings: January 8, January 15, January 22, and January 29, 2020. These meetings were attended by representatives of Aqua Marketing & Communication, Inc., the GFLCVB, the County Attorney's Office, the County Auditor's Office and the Purchasing Division.

Additional supporting documentation provided to the Evaluation Committee regarding this procurement can be found on Broward County's Purchasing Division website at:
<http://www.broward.org/Purchasing/Pages/Repository.aspx>.

Source of Additional Information

Brenda J. Billingsley, Director, Purchasing Division, (954) 357-6070

Fiscal Impact

Fiscal Impact/Cost Summary

Each requirement processed against this open-end contract will be funded by the appropriate source at the time of release.

Requisition No. CVB0000259