



# Broward County

## Legislation Text

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File #: 20-1468, Version: 1

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### **Broward County Commission Regular Meeting**

**Director's Name:** George Tablack

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

### **Information**

#### **Requested Action**

**MOTION TO APPROVE** Request for Proposals (RFP) No. GEN2120797P1, Website Design and Hosting Services for CVB, Airport, and Seaport, for the Greater Fort Lauderdale Convention & Visitors Bureau.

#### **Why Action is Necessary**

In accordance with the Broward County Procurement Code, Section 21.32.c., Competitive Sealed Proposals, Board approval is required prior to advertisement for competitive sealed proposals that has an anticipated value of more than \$500,000.

#### **What Action Accomplishes**

Approves a Request for Proposals solicitation to engage a qualified firm to provide website design and hosting services for the Greater Fort Lauderdale Convention & Visitors Bureau, the Port Everglades Department, and the Aviation Department.

#### **Is this Action Goal Related**

Yes

#### **Previous Action Taken**

None.

#### **Summary Explanation/Background**

THE PURCHASING DIVISION, THE GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU, THE PORT EVERGLADES DEPARTMENT, AND THE AVIATION DEPARTMENT RECOMMEND APPROVAL OF THE ABOVE MOTION.

This item supports the Board's Goal to "Increase the economic strength and impact of revenue-generating County enterprises balancing economic, environmental, and community needs."

The Office of Economic and Small Business Development established a County Business Enterprise goal of 25% for this project (Exhibit 2).

The purpose of this solicitation is to engage the services of a qualified firm to provide the following services: website design, website hosting and maintenance, website content management solutions, customer relationship management programming and integration, website paid search advertising,

and website search engine optimization. The duration of services will be approximately five years.

The Request for Proposals (RFP) method of procurement was selected for this project to best serve the County with additional evaluation criteria other than price alone. The RFP method provides for predefined evaluation criteria for ranking of firms based upon the required specialized technical expertise. Proposers are required to determine the best method to accomplish these specialized services (Exhibit 1).

The local and/or locally based business certification form will be updated prior to RFP Advertisement (based on the most recently enacted Local Preference ordinance changes and tie break criteria).

The RFP has been reviewed with the County Auditor's Office and issues have been addressed.

**Source of Additional Information**

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

**Fiscal Impact**

**Fiscal Impact/Cost Summary**

The five-year potential estimated contract amount is \$6,711,250. Funding for this requirement will be obtained by the appropriate source at the time of release.

Requisition No. CVB0000685