



Broward County

Legislation Text

File #: 21-1077, Version: 1

Broward County Commission Regular Meeting

Director's Name: George Tablack

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

Information

Requested Action

MOTION TO AUTHORIZE County Administrator to execute an Agreement with the first-ranked firm, Simpleview, LLC, for Request for Proposals (RFP) No. GEN2120797P1, Website Design and Hosting Services for CVB, Airport, and Seaport, for a five-year estimated contract amount not to exceed \$5,126,690, which includes basic services in the amount of \$4,786,290 and optional services in the amount of \$340,400, subject to approval as to legal sufficiency by the Office of the County Attorney; and authorize the County Administrator to take all necessary administrative and budgetary actions to implement the Agreement.

Why Action is Necessary

Pursuant to the Broward County Procurement Code, Section 21.47(a), Award and Execution Authority, the Board shall make all awards, and authorize the execution of the associated contracts, with a value of more than \$500,000 and all contracts awarded by the Board shall be signed by the Mayor, Vice-Mayor, or other designee.

What Action Accomplishes

Authorizes the County Administrator to take actions on behalf of the Board as may be deemed necessary to ensure continuing progress while the Board is not in session during the 2021 summer recess.

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 (CBE) goal of 25% for this contract. Simpleview, LLC committed to the 25% CBE goal (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.

On October 6, 2020 (Item No. 54), the Board approved Request for Proposals (RFP) No. GEN2120797P1, Website Design and Hosting Services for CVB, Airport, and Seaport, for the Greater Fort Lauderdale Convention & Visitors Bureau. The RFP was advertised and, at the time of the opening deadline on December 21, 2020, 13 firms submitted proposals.

On February 11, 2021, an Initial Evaluation Committee meeting was held. The Evaluation Committee determined that 11 firms were both responsive and responsible to the RFP requirements; however, six firms were given an extension to meet their responsibility determination. Three out of the six firms met the responsibility contingency requirements (Exhibit 3).

On May 21, 2021, a Final Evaluation Committee meeting was held. The Evaluation Committee heard eight vendor presentations. After scoring and ranking, the Evaluation Committee named Simpleview, LLC as the first-ranked firm (Exhibit 1).

The Evaluation Committee's proposed recommendation of ranking was posted on the Purchasing Division website on May 26 - 28, 2021, which provided an opportunity for any proposer or interested party to present any new or additional information regarding the responsibility of the proposers. No formal objection was received during this time.

The Evaluation Committee's final recommendation of ranking is posted on the Purchasing Division website starting June 1 - 7, 2021, which will provide an opportunity for any aggrieved proposer to file a formal protest or any Board member to request that the item be presented to the Board for further consideration. The requested action is contingent upon no protest being filled, or Board members requesting that the item be pulled.

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

The Evaluation Committee consisted of:

Ted Coyman, Chief Negotiator, Finance and Administrative Services Department (Chair and Non-Voting Member)

Stacy Ritter, President, Greater Fort Lauderdale Convention & Visitors Bureau

Celina Saucedo, Assistant Director, Aviation Department

Ellen Kennedy, Enterprise Assistant Director of Business, Port Everglades Department

Carlos Alvarado, Information Systems Administrator, Enterprise Technology Services Division, Finance and Administrative Services Department

Greg Meyer, Assistant Director of Public Communications, Office of Public Communications

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 \$5,126,690. Funding for this requirement will be obtained by the appropriate source at the time of release.

Requisition No. CVB0000685