



Broward County

Legislation Text

File #: 23-826, Version: 1

Broward County Commission Regular Meeting

Director's Name: George Tablack

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

Information

Requested Action

MOTION TO REJECT all proposals for Request for Proposals (RFP) No. GEN2125785P1, Advertising Agency Services, for the Broward County Greater Fort Lauderdale Convention & Visitors Bureau.

Why Action is Necessary

In accordance with Broward County Procurement Code Section 21.39, the Board may reject all responses to a solicitation where the issuance of the solicitation was approved by the Board.

What Action Accomplishes

Rejects all proposals under Request for Proposals (RFP) No. GEN2125785P1 and allow for the solicitation of a new RFP for this project.

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.

On April 4, 2023 (Item No. 38), the Board approved Request for Proposals (RFP) No. GEN2125785P1, Advertising Agency Services, requesting qualified firms to provide creative brand development services, production services, media planning, including buying and designing strategic marketing campaigns for the GFLCVB, as well as project-specific work for the Aviation Department, the Port Everglades Department, and the Cultural Division.

The Broward County Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) is the official tourism marketing agency for Broward County; the Destination Marketing Organization (DMO) is supported by a team of 44 employees. On average, the GFLCVB uses approximately 900-1,000 hours monthly with an annual media-buying spend ranging from \$6 million to \$9 million.

The RFP was advertised on April 4, 2023 and opened on April 25, 2023. At the time of the RFP

advertising deadline 2:00 p.m. on April 25, 2023, five proposals were received with no declinations. Upon review, the submitted proposals had a wide range of number of monthly hours and associated hourly rates to meet the anticipated needs of the GFLCVB account, which anticipates using approximately 900 hours monthly (Exhibit 1).

It is in the best interest of the County to reject all proposals in response to RFP No. GEN2125785P1. This will allow the County to reassess the scope of services.

Additional supporting documentation can be found on Broward County's Purchasing Division website at <https://www.broward.org/Purchasing/Pages/Repository.aspx>.

Source of Additional Information

Robert E. Gleason, Director, Purchasing Division, (954) 357-6070

Fiscal Impact

Fiscal Impact/Cost Summary

Funding for each requirement will be obtained by the appropriate source at the time of release.

Requisition No. CVB0001262