



TO: Lucho Jaramillo, Purchasing Agent
Purchasing Division
FROM: Dan West, Director
Parks and Recreation Division
SUBJECT: Solicitation No.: OPN2130891B1
Uniforms

Recommended Vendor: Sharp Marketing LLC
Recommended Group(s)/Line Item(s): Group 8, Parks & Recreation
Initial Award Amount: \$ 755,246.58 Potential Total Amount: \$ 1,258,744.30
Initial Contract Term: Three Years Contract Term, including Renewals: Five Years

CONCURRENCE:

The agency has reviewed Vendor's response(s) for specification compliance and Vendor responsibility, which includes license requirements (if applicable). I have reviewed all documents including the Vendor Questionnaire and after careful evaluation, I concur with recommendation for award to the Vendor.

FINANCIAL BACKGROUND/D & B REPORT: (check one)

I am satisfied with the Vendor's financial background and/or rating and payment performance.
 Not applicable for this solicitation.

LITIGATION HISTORY: (check one)

I have reviewed the Litigation History Form and there is no issue of concern.
 Refer to additional information from the Office of the County Attorney to address an issue/concern.

PAST PERFORMANCE: (check all that apply)

I have reviewed the Vendor's past Performance Evaluations in ContractsCentral and:

Vendor received an overall rating ≥ 2.59 on all evaluations.
 No evaluations within the past three years contained any items rated a score of 2 or less.
 Vendor received a rating ≤ 2.59 on an evaluation(s). Refer to additional information.
 Vendor received a score of ≤ 2 on an individual item(s). Refer to additional information.
 Past evaluations are not relevant to the scope of this contract.
 No past Performance Evaluations exist in ContractsCentral.

AND

Reference Verification Forms are attached.

OR

Reference Verification Forms are not required: Commodity only purchase (less than \$250,000); Service less than \$100,000 and the Vendor has a Performance Evaluation within the past three years.

NON-CONCURRENCE:

I do not concur. Detailed reason for non-concurrence is attached, including the reference to any bid requirement.

TYPED NAME OF SIGNER: Erik Westberg
(Individual authorized to administer the contract.)

TITLE: Assistant Director

SIGNATURE: Erik Westberg

Digitally signed by Erik Westberg
Date: 2026.04.08 10:35:46 -04'00'

DATE: 4/8/26



Vendor Reference Verification Form for Bids and Quotes

Broward County Solicitation No. and Title: OPN21203891B1, Uniforms (Group 8)

Reference for (Name of Firm): Sharp Marketing LLC (Sharp Promo)

Organization/Firm Name providing reference: City of Deerfield Beach

Contact Name: Jeremin Worlds

Title: Senior Buyer

Contact Email: jworlds@deerfieldbeachfl.gov

Contact Phone: (950) 250-4047

Name of Referenced Project: Promotional Items & Branded Apparel

Contract No. Various Contracts

Contract Amount: 145,800.00

Date Services Provided: 2024 & 2025

(list date range or date services began until "current")

Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor

Would you use this vendor again? Yes No If No, please specify in Additional Comments (below).

No **Description of services provided by Vendor:** Promotional Items & Branded Apparel

Please rate your experience with the referenced Vendor:

	Needs Improvement	Satisfactory	Excellent	Not Applicable
1. Vendor's Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Vendor's Organization:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Timeliness of:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments: (provide on additional sheet if needed)

Sharp Promo provided promotional items they were very helpful. Items were delivered to meet our timeline.

References Checked By

Name: Michal Durden

Title: Contract/Grant Administrator, SR.

Division/Department: Operations Division/Aviation Department

Date of Verification: 02/17/2026



Vendor Reference Verification Form for Bids and Quotes

Broward County Solicitation No. and Title: OPN21203891B1, Uniforms (Group 8)

Reference for (Name of Firm): Sharp Marketing LLC (Sharp Promo)

Organization/Firm Name providing reference: City of Parkland

Contact Name: Jill Woods

Title: Purchasing Manager

Contact Email: jwoods@cityofparkland.org

Contact Phone: (954) 757-4180

Name of Referenced Project: Promotional Items & Apparel

Contract No. RFP Citywide Apparel RFP 2025-17 and other special event Contract Amount: 14,400.00

Date Services Provided: 2024 & 2025

(list date range or date services began until "current")

Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor

Would you use this vendor again? Yes No If No, please specify in Additional Comments (below).

Description of services provided by Vendor: Promotional Items & Branded Apparel

Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
1. Vendor's Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Vendor's Organization:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Timeliness of:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments: (provide on additional sheet if needed)

We have worked with Sharp Promo for special events for many years. We recently entered into a contract for our Citywide Apparel and Promo items. Nestor and his team are very professional and responsive. Our experience with them has been excellent and we look forward to working with them in this new contract.

References Checked By

Name: Michal Durden

Title: Contract Grant Administrator, SR.

Division/Department: Operations Division, Aviation Department

Date of Verification: 02/18/2026



Vendor Reference Verification Form for Bids and Quotes

Broward County Solicitation No. and Title: OPN21203891B1, Uniforms (Group 8)

Reference for (Name of Firm): Sharp Marketing,LLC (Sharp Promo)

Organization/Firm Name providing reference: City of Sunny Isle Beach

Contact Name: Anastasia Nefodova

Title: Purchasing Agent

Contact Email: anefodova@sibfl.net

Contact Phone: (305) 792-1841

Name of Referenced Project: Promotional Items & Branded Apparel

Contract No. Various Contracts

Contract Amount: 136,176.00

Date Services Provided: 10/1/2023-02/18/2026

(list date range or date services began until "current")

Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor

Would you use this vendor again? Yes No If No, please specify in Additional Comments (below).

Description of services provided by Vendor: Promotional Items & Branded Apparel

Please rate your experience with the referenced Vendor:

	Needs Improvement	Satisfactory	Excellent	Not Applicable
1. Vendor's Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Vendor's Organization:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Timeliness of:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments: (provide on additional sheet if needed)

Great customer service, very responsive and responsible vendor.

References Checked By

Name: Michal Durden

Title: Contract/Grant Administrator, Sr.

Division/Department: Operations Division, Aviation Department

Date of Verification: 02/18/2026