




**OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT**  
**Governmental Center Annex**


115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301 • 954-357-6400 • FAX 954-357-5674

**MEMORANDUM**

**DATE:** August 15, 2019

**TO:** Carolyn Messersmith, Purchasing Agent, Senior  
Purchasing Division

**THRU:** Sandy-Michael McDonald, Director   
Office of Economic and Small Business Development

**FROM:** Freddy Castillo, Small Business Development Manager   
Office of Economic and Small Business Development

**SUBJECT:** RFP No. GEN2116476P1 - Advertising Agency Services  
County Business Enterprise (CBE) Evaluation

*This memorandum supersedes the memorandum dated June 14, 2019.*

The Office of Economic and Small Business Development (OESBD) conducted a review of the respondents' compliance with the CBE Program requirements for the above referenced project. An overview is provided as follows:

The CBE goal for this project: 6%

**Met the CBE Requirements:**

<u>Firms</u>	<u>Category</u>	<u>Percentage</u>
<b>Fry / Hammond / Barr Inc., dba &amp;BARR (Prime)</b>		
Three60printing, LLC	CBE	3.00%
Tigo, Inc. d/b/a Expose Yourself USA	CBE	<u>3.00%</u>
<b>Total</b>		6.00%

Contractor's Bid Amount: \$3,690,540.00  
CBE Participation Commitment: 6%

**Aqua Marketing & Communications, Inc.  
(Prime)**

Graphic Dynamics, Inc.	CBE	6%
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Contractor's Bid Amount: \$3,955,392.00  
CBE Participation Commitment: 6%

**Fuseideas LLC (Prime)**

Velocity Videos

CBE

6%

Contractor's Bid Amount: \$5,820,000.00

CBE Participation Commitment: 6%

**Lightship Media, Inc. (Prime)**

Flagrant International Solutions, Inc.

CBE

6%

Contractor's Bid Amount: \$23,514,984.00

CBE Participation Commitment: 6%

**Metropolitan Public Strategies (Prime)**

Garth Solutions, Inc.

CBE

8.50%

Contractor's Bid Amount: \$3,566,988.00

CBE Participation Commitment: 8.50%

**Paradise Advertising and Marketing, Inc. (Prime)**

LP Media, Inc.

CBE

3.00%

Blue Hill Press, Inc.

CBE

3.00%

**Total**

6.00%

Contractor's Bid Amount: \$10,499,999.76

CBE Participation Commitment: 6%

**Nobox Marketing LLC (Prime)**

Fresh Prints Miami, LLC

CBE

6%

Contractor's Bid Amount: \$9,655,092.00

CBE Participation Commitment: 6%

**Pace Communications Group, Inc. (Prime)**

Mars Research, Inc.

CBE

4%

Graphic Dynamics, Inc.

CBE

2%

**Total**

6%

Contractor's Bid Amount: \$8,332,200.00

CBE Participation Commitment: 6%

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**PP+K, Inc. (Prime)**

LP Media, Inc.

CBE 6%

Contractor's Bid Amount: \$3,832,776.00

CBE Participation Commitment: 6%

**Relevant Brands Inc. (Prime)**

LP Media, Inc.

CBE 15%

Contractor's Bid Amount: \$6,480,000.00

CBE Participation Commitment: 15%

**Starmark International, Inc. (Prime)**

LP Media, Inc.

CBE 4.5%

PL & P Advertising, LLC

CBE 1.5%

**Total**

6.0%

Contractor's Bid Amount: \$5,325,840.00

CBE Participation Commitment: 6.0%

**The Zimmerman Agency (Prime)**

Adept Public Relations, LLC.

CBE 10%

Contractor's Bid Amount: \$2,688,804.00

CBE Participation Commitment: 10%

**MMGY Global (Prime)**

The Olab Group, LLC d/b/a Orange Lab Media

CBE 6%

Contractor's Bid Amount: \$2,816,028.00

CBE Participation Commitment: 6%

**Modop, LLC (Prime)**

Mad 4 Marketing, Inc.

CBE 6%

Contractor's Bid Amount: \$9,480,336.00

CBE Participation Commitment: 6%



**Did Not Meet the CBE Requirements:**

<b>Birdsall, Voss &amp; Associates, Inc. (Prime)</b>	Non-CBE	None
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Contractor's Bid Amount: \$10,499,999.76

CBE Participation Commitment: None

<b>Cactus Communications, Inc. (Prime)</b>	Non-CBE	None
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Contractor's Bid Amount: \$2,640,000.00

CBE Participation Commitment: None

**CBE Compliance Comments:**

Fry / Hammond / Barr Inc., dba &BARR, Fuseideas LLC, Lightship Media, Inc., Paradise Advertising and Marketing, Inc., Nobox Marketing LLC, Pace Communications Group, Inc., PP+K, Inc., Starmark International, Inc., and The Zimmerman Agency submitted the required documentation in accordance with the solicitation's requirements and are compliant with the CBE program requirements.

MMGY Global, Relevant Brands Inc., Metropolitan Public Strategies, and Modop, LLC were given three (3) business days to provide complete and accurate Letters of Intent (LOIs) or documentation demonstrating their good faith efforts to meet the goal. All four (4) firms submitted a Letter of Intent that met the 6% CBE goal and are therefore compliant with the CBE program requirements of this solicitation.

Aqua Marketing & Communications, Inc. initially submitted an application for evaluation of good faith effort and was given three (3) business days to provide supporting documentation of their good faith efforts made toward meeting the 6% CBE goal for this solicitation. Aqua Marketing & Communications, Inc. submitted a Letter of Intent for 6% CBE participation and is therefore compliant with the CBE program requirements of this solicitation.

Birdsall, Voss & Associates, Inc. initially submitted a statement of good faith. The firm was given three (3) business days to provide an application for evaluation of good faith effort and supporting documentation of their good faith efforts toward meeting the 6% CBE goal. The firm submitted an application for evaluation of good faith effort. Upon review of their good faith effort, OESBD has determined that they did not meet the quality, quantity and extent in their efforts to meet the goal in accordance with Section 1-81.5 of the Broward County Business Opportunity Act of 2012 ("the Act"), as amended. Birdsall, Voss & Associates, Inc. did not provide documentation indicating that they contacted any of the CBE firms within the scope of work for this project, the firm did not post an ad in the local newspaper or provide a description of information provided to potential CBEs regarding the plans and specifications for the work selected for subcontracting. In addition, there were sixteen (16) bids submitted for this project of which fourteen (14) bids met or exceeded the CBE requirement. Section 1-81.5 (d) (3) of the Act states: "In determining whether a Bidder has made Good Faith Efforts, the Program Director may also consider the level of CBE participation proposed by other Bidders as well as any representations made by the Bidder during the bid, proposal, or selection phases of the procurement regarding the Bidder's commitment to attain the CBE goal." Therefore, it is



determined that Birdsall, Voss & Associates, Inc. is non-compliant with the CBE program requirements.

Cactus Communications, Inc. was given three (3) business days to provide Letters of Intent (LOIs) or documentation demonstrating their good faith efforts to meet the goal. Cactus Communications, Inc. submitted an application for evaluation of good faith effort. Upon review of their good faith effort, OESBD has determined that they did not meet the quality, quantity and extent in their efforts to meet the goal in accordance with Section 1-81.5 of the Broward County Business Opportunity Act of 2012 ("the Act"), as amended. Although Cactus Communications, Inc. claims to have attended the pre-bid meeting and contacted three (3) of the CBE firms within the scope of work for this project, the firm did not post an ad in the local newspaper, provide adequate time for the CBE firms to respond, or provide the CBE firms with a description of the plans and specifications for the work selected for subcontracting. In addition, there were sixteen (16) bids submitted for this project of which fourteen (14) bids met or exceeded the CBE requirement. Section 1-81.5 (d) (3) of the Act states: "In determining whether a Bidder has made Good Faith Efforts, the Program Director may also consider the level of CBE participation proposed by other Bidders as well as any representations made by the Bidder during the bid, proposal, or selection phases of the procurement regarding the Bidder's commitment to attain the CBE goal." Therefore, it is determined that Cactus Communications, Inc. is non-compliant with the CBE program requirements.

In accordance with the Business Opportunity Act of 2012, as amended, Sec. 1-81.3. (2), there are other documented compelling reasons to assign a lower CBE goal to a County contract. As stated in the goal memo dated January 16, 2019, a CBE goal of 6% was recommended for this contract. Per Sec. 1-81.3 (a) of the Broward County Business Opportunity Act, as amended, a CBE goal of at least twenty-five percent (25%) shall not be required if, at any time, the Board approves a different goal or approves that no CBE goal shall be set, based upon a written OESBD determination provided to the Board that establishes there are fewer than two (2) certified CBEs available to participate in a specific project, there is no work related to the contract that can be performed by a CBE, there are other documented compelling reasons to assign a lower CBE goal to a particular County contract, or there is no competitive solicitation associated with the contract.

#### **CBE Compliance History:**

The following is a report of the respondents' CBE compliance history for active projects and projects completed within the last five (5) years of the RFP's opening date:

OESBD cannot report CBE compliance history of active or completed projects for Fry / Hammond / Barr Inc., dba &BARR, Fuseideas LLC, Lightship Media, Inc., Paradise Advertising and Marketing, Inc., Nobox Marketing LLC, Pace Communications Group, Inc., PP+K, Inc., The Zimmerman Agency, MMGY Global, Relevant Brands Inc., Metropolitan Public Strategies, Modop, LLC, Aqua Marketing & Communications, Inc., Birdsall, Voss & Associates, Inc., and Cactus Communications, Inc. as no active projects or completed projects exist within the last five (5) years of the RFP's opening date for any of these firms.

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Starmark International, Inc. has the following active project with a CBE goal:

Project Name	Project Number	Amount Paid to Date to Prime	Amount Paid to Date to CBE Firms	CBE Commitment	CBE Attainment to Date
Advertising Agency Services	R1215501P1	\$3,949,439.52	\$2,056,111.42	20%	52%

OESBD found no projects completed with CBE requirements within the last 5 years for Starmark International, Inc.

cc: Maribel Feliciano, Assistant Director, OESBD  
Nichole Francis, Small Business Development Specialist, OESBD