

## FINANCE AND ADMINISTRATIVE SERVICES DEPARTMENT PURCHASING DIVISION

115 S. Andrews Avenue, Room 212 • Fort Lauderdale, Florida 33301 • 954-357-6066 • FAX 954-357-8535

DATE: September 5, 2019

TO: Evaluation Committee Members

THRU: Brenda J. Billingsley, Director of Purchasing

BRENDA BILLINGSLEY Digitally signed by BRENDA BILLINGSLEY

Date: 2019.09.06 09:50:13

FROM: Carolyn Messersmith, Purchasing Agent, Senior

CAROLYN MESSERSMITH Digitally signed by CAROLYN MESSERSMITH

DN: dc=cty, dc=broward, dc=bc, ou=Organization,
ou=BCC, ou=PU, ou=Users, cn=CAROLYN MESSERSMIT

SUBJECT: Recommendation Memorandum

RFP No. GEN2116476P1, CVB Advertising Agency Services

Sixteen (16) Submittals

REFERENCE: (a) Procurement Code Subsection 21.83.d

(b) Procurement Code Subsection 21.30.f.5

In accordance with reference (a), the Director of Purchasing reviews all submittals for responsiveness and recommends to the Evaluation Committee her findings, which the Evaluation Committee may accept or arrive at a different conclusion. Pursuant to Procurement Code Subsection 21.8.b.65, a responsive Bidder [proposer] means a person who has submitted a bid [proposal] which conforms in all material respects to a solicitation.

The Request for Proposal (RFP) PNC2116476P1 included four (4) responsiveness requirements, including Lobbyist Registration Certification Form, acknowledgement of "must" addenda, Domestic Partnership Certification Form and Pricing. All proposers are recommended to be evaluated as responsive to Lobbyist Registration Certification Form, acknowledgement of "must" addenda and Pricing. Fifteen (15) vendors are recommended to be evaluated as responsive to providing the Domestic Partnership Certification Form. One (1) vendor, Cactus Marketing Communications is non-responsive to providing the Domestic Partnership Certification Form.

In accordance with reference (b), the Evaluation Committee determines proposers' responsibility. Pursuant to Procurement Code Subsection 21.8.b.64, a responsible firm is one that has the capability in all respects to perform fully the contract requirements, and the integrity and reliability which will assure good faith performance. To assist the Evaluation Committee in this determination, information regarding Office of Economic and Small Business Development goals compliance, the "material" litigation history disclosure, financial information, State of Florida authority to conduct business, affiliated entities and proof of insurance responsibility requirements are provided.

This solicitation has a designated County Business Enterprise (CBE) goal of 6% (excluding direct media buys).

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A draft Director of Purchasing's Recommendation Memorandum and the four (4) supporting documents from the Office of Economic and Small Business Development, the Finance and Administrative Services Department, the County Attorney's Office and the Risk Management Division were emailed to proposers with a request that, if a proposer desires to clarify any information provided in their response, they should do so in writing. All written explanations received were subsequently reviewed by staff, as applicable.

After careful review of the information provided and the solicitation's requirements, the following recommendations are provided for consideration and final determination by the Evaluation Committee:

## A. RESPONSIVENESS RECOMMENDATION

Recommendations regarding the responsiveness of proposers to the requirements are based on the solicitation's criteria:

## 1. Lobbyist Registration - Certification

A vendor who has retained a lobbyist(s) to lobby in connection with a competitive solicitation shall be deemed non-responsive unless the firm, in responding to the competitive solicitation, certifies that each lobbyist retained has timely filed the registration or amended registration required under Section 1-262, Broward County Code of Ordinances.

A Lobbyist Registration Certification Form must be completed and returned upon request by the County if not included in the submittal.

Name of Firm	Recommendation	Remarks
Aqua Marketing & Communications, Inc.	Responsive	Not retained
Birdsall, Voss & Associates, Inc. dba BVK	Responsive	Not retained
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Responsive	Not retained
Fry/Hammond/Barr Inc. dba &Barr	Responsive	Not retained
Fuseideas LLC dba Fuseideas	Responsive	Not retained
Lightship Media, Inc. dba Lightship Studios	Responsive	Not retained
Metropolitan Public Strategies	Responsive	Retained*
MMGY Global	Responsive	Not retained
Modop, LLC dba Mod Op	Responsive	Not retained
Nobox Marketing LLC dba NoBox	Responsive	Not retained
Pace Communications Group, Inc. dba Pace Branding and Marketing	Responsive	Not retained
Paradise Advertising and Marketing, Inc.	Responsive	Not retained

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PP+K, Inc. dba PPK	Responsive	Not retained
Relevant Brands Inc. dba Relebrand	Responsive	Not retained
Starmark International, Inc. dba Starmark	Responsive	Not retained
The Zimmerman Agency	Responsive	Not retained

## **Additional Information**

## 2. "Must" Addenda

There were no "Must" Addenda for this Request for Proposals.

## 3. Price

Pricing must be submitted by the solicitation due date in order to be responsive to solicitation requirements.

Vendors were requested to provide proposed monthly fee for Flat Fee Services for each year of the Initial Term (three (3) years). Proposed monthly fee (Flat Fee Services) must include all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. The Flat Fee Services compensation, paid on a monthly basis, per Scope of Services, includes all Services associated with media ad buys where the cost of the purchased media is up to Four Million Dollars (\$4,000,000) cumulatively during any Fiscal Year. It excluded Optional Services and Commissioned Media Services.

Name of Firm	Recommendation	Remarks
Aqua Marketing & Communications, Inc.	Responsive	Submitted
Birdsall, Voss & Associates, Inc. dba BVK	Responsive	Submitted
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Responsive	Submitted
Fry/Hammond/Barr Inc. dba &Barr	Responsive	Submitted
Fuseideas LLC dba Fuseideas	Responsive	Submitted
*Lightship Media, Inc. dba Lightship Studios	Responsive	Submitted
Metropolitan Public Strategies	Responsive	Submitted
MMGY Global	Responsive	Submitted
Modop, LLC dba Mod Op	Responsive	Submitted

<sup>\*</sup> Metropolitan Public Strategies has retained Michael W. Moskowitz of Moskowitz, Mandell, Salim & Simowitz, P.A.

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Nobox Marketing LLC dba NoBox	Responsive	Submitted
Pace Communications Group, Inc. dba Pace Branding and Marketing	Responsive	Submitted
Paradise Advertising and Marketing, Inc.	Responsive	Submitted
PP+K, Inc. dba PPK	Responsive	Submitted
Relevant Brands Inc. dba Relebrand	Responsive	Submitted
Starmark International, Inc. dba Starmark	Responsive	Submitted
The Zimmerman Agency	Responsive	Submitted

## **Additional Information**

\*In response to the Purchasing Director's Draft Memorandum, to which the vendor can respond within 48 hours to any comments or deficiencies noted in the Purchasing Director's Draft Memorandum, Lightship Media, Inc. dba Lightship Studios, stated "...Based on the bids of all firms included in a memo of August 15 in the packet from Freddy Castillo none of the other firms included this media buy as instructed. It also appears that some of the bids are only listed for 1 year as it seems impossible to complete the listed scope of services that are outlined for such a low fee. As a result, I don't believe our bid is comparable to the others..." Lightship included the cost for media buys in their pricing.

## 4. Domestic Partnership Act

The Broward County Domestic Partnership Act (Section 16½-157, Broward County Code of Ordinances) requires the vendor to certify that it currently complies or will comply with the Domestic Partnership Act requirements, by providing benefits to the employees' domestic partners on the same basis as it provides benefits to employees' spouses, for projects with an initial contract term is more than \$100,000.

Name of Firm	<u>Recommendation</u>	<u>Remarks</u>
Aqua Marketing & Communications, Inc.	Responsive	Will Comply
Birdsall, Voss & Associates, Inc. dba BVK	Responsive	Complies
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Non-Responsive	Not Provided
Fry/Hammond/Barr Inc. dba &Barr	Responsive	Complies
Fuseideas LLC dba Fuseideas	Responsive	Will Comply

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Lightship Media, Inc. dba Lightship Studios	Responsive	Complies
Metropolitan Public Strategies	Responsive	Complies
MMGY Global	Responsive	Will Comply
Modop, LLC dba Mod Op	Responsive	Complies
Nobox Marketing LLC dba NoBox	Responsive	Complies
Pace Communications Group, Inc. dba Pace Branding and Marketing	Responsive	Complies
Paradise Advertising and Marketing, Inc.	Responsive	Will Comply
PP+K, Inc. dba PPK	Responsive	Complies
Relevant Brands Inc. dba Relebrand	Responsive	Complies
Starmark International, Inc. dba Starmark	Responsive	Complies
The Zimmerman Agency	Responsive	Complies

## B. RESPONSIBILITY INFORMATION

The information provided below is intended to inform the Evaluation Committee regarding each proposer's responsibility.

After careful review of the information provided and the solicitation's requirements, the following information is provided for consideration and final determination by the Evaluation Committee:

## 1. Office of Economic and Small Business Development Program

The Broward County Business Opportunity Act of 2012 and the Disadvantaged Business Enterprise Program Title 49 Code of Federal Regulations Part 26 establish the County's policies for participation by Small Business Enterprises (SBE), County Business Enterprises (CBE), and Federal Disadvantaged Business Enterprises (DBE's) in County contracts.

In accordance with the above, the (CBE) goal participation for this contract is 6% (excluding direct media buys).

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Name of Firm	Responsibility Information	<u>Remarks</u>
Aqua Marketing & Communications, Inc.	Complies	6%
*Birdsall, Voss & Associates, Inc. dba BVK	Does Not Comply	0%
**Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Does Not Comply	0%
Fry/Hammond/Barr Inc. dba &Barr	Complies	6%
Fuseideas LLC dba Fuseideas	Complies	6%
Lightship Media, Inc. dba Lightship Studios	Complies	6%
Metropolitan Public Strategies	Complies	8.50%
MMGY Global	Complies	6%
Modop, LLC dba Mod Op	Complies	6%
Nobox Marketing LLC dba NoBox	Complies	6%
Pace Communications Group, Inc. dba Pace Branding and Marketing	Complies	6%
Paradise Advertising and Marketing, Inc.	Complies	6%
PP+K, Inc. dba PPK	Complies	6%
Relevant Brands Inc. dba Relebrand	Complies	15%
Starmark International, Inc. dba Starmark	Complies	6%
The Zimmerman Agency	Complies	10%

Refer to memorandum for any reportable conditions brought to the attention of the Evaluation Committee.

<sup>\*</sup>Birdsall, Voss & Associates, Inc. dba BVK - Refer to the OESBD Memorandum for explanation as to why this firm is non-compliant.

<sup>\*\*</sup>Cactus Communications, Inc dba Cactus Marketing Communications, Inc. - Refer to the OESBD Memorandum for explanation as to why this firm is non-compliant.

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## **Additional Information**

\*In response to the Purchasing Director's Draft Memorandum, to which the vendor can respond within 48 hours to any comments or deficiencies noted in the Purchasing Director's Draft Memorandum, Birdsall, Voss & Associates, Inc. dba BVK stated, "...Our intent is to meet or exceed that requirement as we do for all of our other government-funded DMOs with similar programs. I was unclear on how to address this in the RFP since we do not have existing partnerships in place within Broward County currently. I identified several that are likely services we would need but we did not reach out and establish a partnership with any as of yet. Once a plan is developed in partnership with the CVB, we will absolutely identify how to best meet the requirement. If the local provider isn't the best for a particular service, the CVB wouldn't want the quality of the deliverables to suffer. So normally it's a bit like putting a puzzle together. After the plan is developed, a variety of local CBE suppliers will be vetted to identify which services can be delivered through partnerships with CBC firms and which would be better to be handled by other experts not part of the CBC program."

## 2. Disclosure of Litigation History

The solicitation requests firms to disclose all "material" cases filed, pending, or resolved during the last three (3) years prior to the solicitation response due date, whether such cases were brought by or against the vendor, any parent or subsidiary of the vendor, or any predecessor organization. It is the responsibility of each proposer to identify and disclose to the County all "material" cases. "Material" cases include cases involving work similar to the scope of work in this solicitation, professional negligence, malpractice, default, termination, suspension, poor performance, bankruptcy and business related criminal offenses. "Material" cases do not include cases that involve garnishment, auto negligence, personal injury, workers' compensation, foreclosure or a proof of claim filed by the vendor.

.. ....

Name of Firm	Responsibility Information	<u>Remarks</u>
Aqua Marketing & Communications, Inc.	0 Disclosed Cases	No litigation with Broward County
Birdsall, Voss & Associates, Inc. dba BVK	0 Disclosed Case	No litigation with Broward County
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	0 Disclosed Cases	No litigation with Broward County
Fry/Hammond/Barr Inc. dba &Barr	0 Disclosed Cases	No litigation with Broward County
Fuseideas LLC dba Fuseideas	0 Disclosed Cases	No litigation with Broward County
*Lightship Media, Inc. dba Lightship Studios	1 Disclosed Case	No litigation with Broward County
Metropolitan Public Strategies	0 Disclosed Cases	No litigation with Broward County
MMGY Global	0 Disclosed Cases	No litigation with Broward County

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Modop, LLC dba Mod Op	0 Disclosed Cases	No litigation with Broward County
Nobox Marketing LLC dba NoBox	0 Disclosed Cases	No litigation with Broward County
Pace Communications Group, Inc. dba Pace Branding and Marketing	0 Disclosed Cases	No litigation with Broward County
Paradise Advertising and Marketing, Inc.	0 Disclosed Cases	No litigation with Broward County
**PP+K, Inc. dba PPK	1 Disclosed Case	No litigation with Broward County
***Relevant Brands Inc. dba Relebrand	1 Disclosed Case	No litigation with Broward County
Starmark International, Inc. dba Starmark	0 Disclosed Cases	No litigation with Broward County

## **Additional Information**

- \* Lightship Media, Inc. dba Lightship Studios Lightship Studios has one disclosed case.
- \*\* PP+K, Inc. dba PPK PPK has one disclosed case.
- \*\*\* Relevant Brands Inc. dba Relebrand Relebrand has one disclosed case.

## 3. Disclosure of Financial Information

The information provided is based on a review by the Water and Wastewater Services/Public Works Department. Each Vendor shall submit its most recent two (2) years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements shall be in the form of:

- i. Balance sheets, income statements and annual reports; or
- ii. Tax returns; or
- iii. SEC filings

The disclosure of financial information by proposers is a matter of responsibility.

Name of Firm	Responsibility Information	Remarks (Current Ratio)
Aqua Marketing & Communications, Inc.	Provided 2017 Financials Provided 2018 Financials	2.89 2.99
Birdsall, Voss & Associates, Inc. dba BVK	Provided 2017 Financials Provided 2016 Financials	1.09 1.05
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Provided 2017 Financials Provided 2018 Financials	1.44 2.21
Fry/Hammond/Barr Inc. dba &Barr	Provided 2017 Financials Provided 2018 Financials	See Memo See Memo
Fuseideas LLC dba Fuseideas	Provided 2017 Financials Provided 2016 Financials	1.33 1.27
Lightship Media, Inc. dba Lightship Studios	Provided 2017 Financials Provided 2018 Financials	.32 (0.18)
*Sunshine Solutions (Joint Venture) *Metropolitan Public Strategies	Provided 2017 Financials Provided 2016 Financials	1.62 >1.00
*Spark Branding House	Provided 2018 Financials Provided 2017 Financials	6.61 0.60
MMGY Global	Provided 2017 Financials Provided 2016 Financials	0.78 0.78
Modop, LLC dba Mod Op	Provided 2017 Financials Provided 2018 Financials	0.63 0.67
Nobox Marketing LLC dba NoBox	Provided 2017 Financials Provided 2016 Financials	1.15 1.27
Pace Communications Group, Inc. dba Pace Branding and Marketing	Provided 2017 Financials Provided 2016 Financials	0.98 0.92
Paradise Advertising and Marketing, Inc.	Provided 2017 Financials Provided 2018 Financials	1.43 1.96
PP+K, Inc. dba PPK	Provided 2017 Financials Provided 2016 Financials	1.25 4.08
Relevant Brands Inc. dba Relebrand	Provided 2017 Financials Provided 2018 Financials	0.98 0.72

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Starmark International, Inc. dba Starmark	Provided 2017 Financials Provided 2016 Financials	0.79 1.00
The Zimmerman Agency	Provided 2017 Financials Provided 2018 Financials	2.74 3.83

Refer to memorandum for any reportable conditions brought to the attention of the Evaluation Committee.

## **Additional Information**

\*Metropolitan Public Strategies and Spark Branding House submitted as a joint venture under the name Sunshine Solutions JV.

## 4. Authority to Conduct Business in Florida

A Florida corporation or partnership is required to provide evidence with its response that the firm is authorized to transact business in Florida and is in good standing with the Florida Department of State. If not with its response, such evidence must be submitted to the County upon request by the County.

Name of Firm	Responsibility Information	Remarks
Aqua Marketing & Communications, Inc.	Provided	Authorized/Good Standing
Birdsall, Voss & Associates, Inc. dba BVK	Provided	Authorized/Good Standing
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Provided	Authorized/Good Standing
Fry/Hammond/Barr Inc. dba &Barr	Provided	Authorized/Good Standing
Fuseideas LLC dba Fuseideas	Provided	Authorized/Good Standing
Lightship Media, Inc. dba Lightship Studios	Provided	Authorized/Good Standing
Metropolitan Public Strategies	Provided	Authorized/Good Standing
MMGY Global	Provided	Authorized/Good Standing
Modop, LLC dba Mod Op	Provided	Authorized/Good Standing
Nobox Marketing LLC dba NoBox	Provided	Authorized/Good Standing

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Pace Communications Group, Inc. dba Pace Branding and Marketing	Provided	Authorized/Good Standing
Paradise Advertising and Marketing, Inc.	Provided	Authorized/Good Standing
PP+K, Inc. dba PPK	Provided	Authorized/Good Standing
Relevant Brands Inc. dba Relebrand	Provided	Authorized/Good Standing
Starmark International, Inc. dba Starmark	Provided	Authorized/Good Standing
The Zimmerman Agency	Provided	Authorized/Good Standing

## 5. Affiliated Entities of the Principal(s)

All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.

An Affiliated Entities Certification Form was included in the solicitation and must be completed and returned upon request by the County, if not included in the original response.

Name of Firm	Responsibility Information	Remarks
Aqua Marketing & Communications, Inc.	Provided	No Affiliates
Birdsall, Voss & Associates, Inc. dba BVK	Provided	No Affiliates
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Provided	No Affiliates
Fry/Hammond/Barr Inc. dba &Barr	Provided	No Affiliates
Fuseideas LLC dba Fuseideas	Provided	No Affiliates
Lightship Media, Inc. dba Lightship Studios	Provided	No Affiliates
Metropolitan Public Strategies	Provided	No Affiliates
MMGY Global	Provided	No Affiliates
Modop, LLC dba Mod Op	Provided	No Affiliates

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Nobox Marketing LLC dba NoBox	Provided	No Affiliates
Pace Communications Group, Inc. dba Pace Branding and Marketing	Provided	No Affiliates
Paradise Advertising and Marketing, Inc.	Provided	No Affiliates
PP+K, Inc. dba PPK	Provided	No Affiliates
Relevant Brands Inc. dba Relebrand	Provided	No Affiliates
Starmark International, Inc. dba Starmark	Provided	No Affiliates
The Zimmerman Agency	Provided	No Affiliates

## 6. Insurance Requirements

The solicitation indicated the insurance requirements deemed necessary for this project. It is not necessary to have this level of insurance in effect at the time of submittal, but it is necessary to submit certificates indicating that the firm currently carries the insurance, or the vendor needs to submit a letter from the carrier indicating upgrade availability.

Name of Firm	Responsibility Information	<u>Remarks</u>
Aqua Marketing & Communications, Inc.	Provided	Compliant
Birdsall, Voss & Associates, Inc. dba BVK	Provided	Compliant
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Provided	Compliant
Fry/Hammond/Barr Inc. dba &Barr	Provided	Compliant
Fuseideas LLC dba Fuseideas	Provided	Compliant
Lightship Media, Inc. dba Lightship Studios	Provided	Compliant
*Sunshine Solutions (Joint Venture) *Metropolitan Public Strategies	Provided	Compliant
*Spark Branding House	Provided	Compliant
MMGY Global	Provided	Compliant

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Modop, LLC dba Mod Op	Provided	Compliant
Nobox Marketing LLC dba NoBox	Provided	Compliant
Pace Communications Group, Inc. dba Pace Branding and Marketing	Provided	Compliant
Paradise Advertising and Marketing, Inc.	Provided	Compliant
PP+K, Inc. dba PPK	Provided	Compliant
Relevant Brands Inc. dba Relebrand	Provided	Compliant
Starmark International, Inc. dba Starmark	Provided	Compliant
The Zimmerman Agency	Provided	Compliant

## **Additional Information**

## C. COUNTY STANDARD TERMS AND CONDITIONS INFORMATION:

The acceptance of or any exceptions taken to the terms and conditions of the County's Agreement shall be considered a part of a Vendor's submittal and will be considered by the Evaluation Committee. The applicable Agreement terms and conditions for this solicitation were indicated in the Special Instructions to Vendors. Vendors were required to review the applicable terms and conditions and submit the Agreement Exception Form. If the Agreement Exception Form is not provided with the submittal, it shall be deemed an affirmation by the Vendor that it accepts the Agreement terms and conditions as disclosed in the solicitation. If exceptions are taken, the Vendor must specifically identify each term and condition with which it is taking an exception.

Name of Firm	<u>Agree</u>	<b>Exceptions</b>
Aqua Marketing & Communications, Inc.	Yes	None
Birdsall, Voss & Associates, Inc. dba BVK	Yes	None
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Yes	None
Fry/Hammond/Barr Inc. dba &Barr	Yes	None
Fuseideas LLC dba Fuseideas	Yes	None

<sup>\*</sup>Metropolitan Public Strategies and Spark Branding House submitted as a joint venture under the name Sunshine Solutions JV.

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Lightship Media, Inc. dba Lightship Studios	Yes	None
Metropolitan Public Strategies	Yes	None
MMGY Global	Yes	None
Modop, LLC dba Mod Op	Yes	None
Nobox Marketing LLC dba NoBox	Yes	None
Pace Communications Group, Inc. dba Pace Branding and Marketing	Yes	None
Paradise Advertising and Marketing, Inc.	Yes	None
PP+K, Inc. dba PPK	Yes	None
Relevant Brands Inc. dba Relebrand	Yes	None
Starmark International, Inc. dba Starmark	Yes	None
The Zimmerman Agency	Yes	None

## D. <u>REFERENCES</u>

The solicitation's Evaluation Criteria – Project Specific Criteria request that completed references be provided for previous experience and projects. Attached are the references as verified by County staff.

## **E. PERFORMANCE EVALUATIONS**

The Broward County Purchasing Division Contracts Central indicates evaluation scores for the proposing firms previously awarded contracts. Completed performance evaluations may be provided upon request.

Attached are Contracts Central performance evaluation history for each vendor, as applicable, including evaluation type (renewal, goals compliance, or final) and recommendation for future contracts (yes, no, or conditional). If a firm has periodic evaluations, it will be listed separately.

## F. CONE OF SILENCE VIOLATIONS

The Cone of Silence for this procurement has been in effect since August 13, 2018, which prohibits potential vendors from discussing this solicitation with the Evaluation Committee, the County Administrator, Deputy County Administrator, Assistant County Administrator, Assistants to the County Administrator, their respective support staff, and any other person authorized to evaluate or recommend selection in this procurement process.

Upon the first meeting of the Evaluation Committee, the Cone of Silence expands to also include County Commissioners and their staff. Potential vendors and their representatives are substantially restricted from communicating with County Commissioners and their staff regarding this procurement as stated in the Cone of Silence Ordinance.

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After application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding authority takes action which ends the solicitation. Vendors are required to certify that they have read, understand and will comply with the Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances.

The following is a report of the proposers' Cone of Silence violations:

Name of Firm	Recommendation	Remarks
Aqua Marketing & Communications, Inc.	Will Comply	None
Birdsall, Voss & Associates, Inc. dba BVK	Will Comply	None
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Will Comply	None
Fry/Hammond/Barr Inc. dba &Barr	Will Comply	None
Fuseideas LLC dba Fuseideas	Will Comply	None
Lightship Media, Inc. dba Lightship Studios	Will Comply	None
Metropolitan Public Strategies	Will Comply	None
MMGY Global	Will Comply	None
Modop, LLC dba Mod Op	Will Comply	None
Nobox Marketing LLC dba NoBox	Will Comply	None
Pace Communications Group, Inc. dba Pace Branding and Marketing	Will Comply	None
Paradise Advertising and Marketing, Inc.	Will Comply	None
PP+K, Inc. dba PPK	Will Comply	None
Relevant Brands Inc. dba Relebrand	Will Comply	None
Starmark International, Inc. dba Starmark	Will Comply	None
The Zimmerman Agency	Will Comply	None

## G. VOLUME OF PREVIOUS WORK - EVALUATION CRITERIA AND/OR TIE BREAK CRITERIA

The volume of work for each of the proposing firms is as follows:

Name of Firm	Proposer Reported	County Reported	Payments to CBE Firms
Aqua Marketing & Communications, Inc.	\$0.00	\$0.00	
Birdsall, Voss & Associates, Inc. dba BVK	\$0.00	\$0.00	
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	\$0.00	\$0.00	
Fry/Hammond/Barr Inc. dba &Barr	\$0.00	\$0.00	
Fuseideas LLC dba Fuseideas	\$0.00	\$0.00	
Lightship Media, Inc. dba Lightship Studios	\$0.00	\$0.00	
Metropolitan Public Strategies	\$0.00	\$0.00	
MMGY Global	\$0.00	\$0.00	
Modop, LLC dba Mod Op	\$0.00	\$0.00	
Nobox Marketing LLC dba NoBox	\$0.00	\$0.00	
Pace Communications Group, Inc. dba Pace Branding and Marketing	\$0.00	\$0.00	
Paradise Advertising and Marketing, Inc.	\$0.00	\$0.00	
PP+K, Inc. dba PPK	\$0.00	\$0.00	
Relevant Brands Inc. dba Relebrand	\$0.00	\$0.00	
Starmark International, Inc. dba Starmark	\$49,150,924.48	\$47,831,446.34	\$2,056,111.42
The Zimmerman Agency	\$0.00	\$0.00	

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## H. PRINCIPAL BUSINESS LOCATION

The solicitation states that a number of points will be allocated for location of the firm. The Vendor's principal address in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six (6) months prior to the solicitation's due date. A proposer with a principal business location within Broward County will receive five points. A proposer not having its principal business location within Broward County will receive zero points. The results are as follows:

Name of Firm	Proposed Attested Nerve Center	Location Verified in SunBiz	Points Allocated
Aqua Marketing & Communications, Inc.	360 Central Ave., Ste 420 Saint Petersburg, FL 33701	YES	0
Birdsall, Voss & Associates, Inc. dba BVK	250 W. Coventry Ct. Ste. 300 Milwaukee, WI 53217	YES	0
Cactus Communications, Inc. dba Cactus Marketing Communications, Inc.	2128 15th Street Denver, CO 80202	YES	0
Fry/Hammond/Barr Inc. dba &Barr	600 E Washington Street Orlando, FL 32801	YES	0
Fuseideas LLC dba Fuseideas	8 Winchester Place Suite 303 Winchester, MA 01890	YES	0
Lightship Media, Inc. dba Lightship Studios	4030 NE 6 <sup>th</sup> Avenue Oakland Park, FL 33334	YES	5
Metropolitan Public Strategies	1677 Lexington Avenue 2nd Fl New York, NY 10029	YES	0
MMGY Global	4601 Madison Avenue Kansas City, MO 64112	YES	0
Modop, LLC dba Mod Op	444 Brickell Ave Suite 900 Miami, FL 33131	YES	0
Nobox Marketing LLC dba NoBox	3390 Mary Street Ste. 310 MIAMI, FL 33133	YES	0

Pace Communications Group, Inc. dba Pace Branding and Marketing	c/o WPP, 100 Park Ave. 4 <sup>th</sup> Floor New York, NY 10017	YES	0
Paradise Advertising and Marketing, Inc.	150 Second Ave. N Suite 800 Saint Petersburg, FL 33701	YES	0
PP+K, Inc. dba PPK	1102 N. Florida Ave. Tampa, FL 33602	YES	0
Relevant Brands Inc. dba Relebrand	800 Douglas Road La Puerta del Sol, Suite 230 Coral Gables, FL 33134	YES	0
Starmark International, Inc. dba Starmark	210 S. Andrews Ave. Fort Lauderdale, FL 33301	YES	5
The Zimmerman Agency	1821 Miccosukee Commons TALLAHASSEE, FL 32308	YES	0

## I. LOCAL PREFERENCE

A vendor is eligible to be considered a local business for Local Preference purposes if it has a physical business address located within the limits of Broward County. The vendor must provide a valid business tax receipt issued by Broward County at least one (1) year prior to bid or proposal opening. The results are as follows:

Name of Firm	<b>Eligibility</b>	<b>Broward County Tax Receipt</b>
*Aqua Marketing & Communications, Inc.	Not Eligible	Not Provided
Birdsall, Voss & Associates, Inc. dba BVK	Not Eligible	Not Provided
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Not Eligible	Not Provided
Fry/Hammond/Barr Inc. dba &Barr	Not Eligible	Not Provided
Fuseideas LLC dba Fuseideas	Not Eligible	Not Provided

Recommendation Memorandum RFP No. PNC2116476P1, CVB Advertising Agency Services September 5, 2019 Page 19 of 21

**Lightship Media, Inc. dba Lightship Studios	Not Eligible	Not Provided
Metropolitan Public Strategies	Not Eligible	Not Provided
MMGY Global	Not Eligible	Not Provided
Modop, LLC dba Mod Op	Not Eligible	Not Provided
Nobox Marketing LLC dba NoBox	Not Eligible	Not Provided
Pace Communications Group, Inc. dba Pace Branding and Marketing	Not Eligible	Not Provided
Paradise Advertising and Marketing, Inc.	Not Eligible	Not Provided
PP+K, Inc. dba PPK	Not Eligible	Not Provided
Relevant Brands Inc. dba Relebrand	Not Eligible	Not Provided
Starmark International, Inc. dba Starmark	Not Eligible	Not Provided
The Zimmerman Agency	Not Eligible	Not Provided

## **Additional Information**

\*In response to the Purchasing Director's Draft Memorandum, to which the vendor can respond within 48 hours to any comments or deficiencies noted in the Purchasing Director's Draft Memorandum, Aqua Marketing & Communications, Inc., stated "On page 16, regarding "Local Preference," our firm reported in our submission that we have had a physical business address located within the limits of Broward County for over a year. A PDF of the page of our submission stating the office location and showing the most recent tax receipt (at the time of submission) for the City of Ft. Lauderdale. In addition, we've attached our most current tax receipt received after our submission." The firm provided a Fort Lauderdale business tax receipt. Broward County requires a Broward County Business Tax Receipt.

\*\*In response to the Purchasing Director's Draft Memorandum, to which the vendor can respond within 48 hours to any comments or deficiencies noted in the Purchasing Director's Draft Memorandum, Lightship Media, Inc. dba Lightship Studios provided a Broward County Business Tax Receipt, however the "business opened" date was listed March 19, 2019. The solicitation states for Local Preference, the vendor must provide a valid business tax receipt issued by Broward County at least one (1) year prior to bid or proposal opening.

## J. LOCATION - TIE BREAKER

A Vendor located within Broward County is eligible for the Location Tie Breaker. The County requires a copy of the Broward County Business Tax receipt for a period of time of at least six (6) months prior to the solicitation deadline and it must be provided with its initial submittal.

Recommendation Memorandum RFP No. PNC2116476P1, CVB Advertising Agency Services September 5, 2019 Page 20 of 21

## The results are as follows:

Name of Firm	<b>Eligibility</b>	<b>Broward County Tax Receipt</b>
Aqua Marketing & Communications, Inc.	Not Eligible	Not Provided
Birdsall, Voss & Associates, Inc. dba BVK	Not Eligible	Not Provided
Cactus Communications, Inc dba Cactus Marketing Communications, Inc.	Not Eligible	Not Provided
Fry/Hammond/Barr Inc. dba &Barr	Not Eligible	Not Provided
Fuseideas LLC dba Fuseideas	Not Eligible	Not Provided
*Lightship Media, Inc. dba Lightship Studios	Not Eligible	Not Provided
Metropolitan Public Strategies	Not Eligible	Not Provided
MMGY Global	Not Eligible	Not Provided
Modop, LLC dba Mod Op	Not Eligible	Not Provided
Nobox Marketing LLC dba NoBox	Not Eligible	Not Provided
Pace Communications Group, Inc. dba Pace Branding and Marketing	Not Eligible	Not Provided
Paradise Advertising and Marketing, Inc.	Not Eligible	Not Provided
PP+K, Inc. dba PPK	Not Eligible	Not Provided
Relevant Brands Inc. dba Relebrand	Not Eligible	Not Provided
Starmark International, Inc. dba Starmark	Not Eligible	Not Provided
The Zimmerman Agency	Not Eligible	Not Provided

## **Additional Information**

\*In response to the Purchasing Director's Draft Memorandum, to which the vendor can respond within 48 hours to any comments or deficiencies noted in the Purchasing Director's Draft Memorandum, Lightship Media, Inc. dba Lightship Studios provided a Broward County Business Tax Receipt with its initial submittal, however the "business

Recommendation Memorandum RFP No. PNC2116476P1, CVB Advertising Agency Services September 5, 2019 Page 21 of 21

opened" date was listed March 19, 2019. The solicitation states for Location Tie Breaker, the County requires a copy of the Broward County Business Tax receipt for a period of time of at least six (6) months prior to the solicitation deadline.

## K. SHORT LIST RECOMMENDATION

In accordance with the Request for Proposals, Standard Instructions to Vendors, Section E, Evaluation Criteria, 3.A, the Director of Purchasing may recommend to the Evaluation Committee to short list the most qualified firms prior to the Final Evaluation. The Director of Purchasing recommends shortlisting no few than seven (7) firms due to the number of vendor responses to this solicitation. The Evaluation Committee determines the final number of firms to shortlist.

#### **Attachments**

- 1. Vendor Reference Verifications
- 2. Vendor Performance Evaluations
- c: Bob Melton, County Auditor, Office of the County Auditor
  Anthony Cordo, VP of Administration, Greater Fort Lauderdale Convention & Visitors Bureau (Project Manager)
  Connie Mangan, Purchasing Manager, Purchasing Division, Finance and Administrative Services Department
  Carolyn Messersmith, Purchasing Agent, Senior, Purchasing Division, Finance and Administrative Services Department
  Fernando Amuchastegui, Assistant County Attorney, Office of the County Attorney

BJB/cm/cmm/tf



Reference for: &Barr	THE POST OF THE PO				
Organization/Firm Name providing reference:			**********		
Discover The Palm Beaches	)	* *			
Contact Name: Rich Basen	itle: Senior VP	Refe	erence date:	03/11/2019	
Contact Email: RBasen@ThePalmBeaches.	com	Con	tact Phone: 5	61-233-3055	
Name of Referenced Project: AOR Discover	The Palm Bead				
Contract No. Date Services	Provided:		Project An	nount:	
DPBC20166301128 02/01/2016	to 09/30/	2018	\$4 Million/	Year -	
Vendor's role in Project:	Subconsultant/S	ubcontractor		The same of the sa	
Would you use this vendor again? Yes	✓No If No	o, please specif	y in Additional	Comments (below).	
Description of services provided by Vendor	:				
Agency of Record services including strategy, acc		, online and offli	ne media plani	ning and buying.	
creative services, digital marketing and analytics.		,		, ,	
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable	
Vendor's Quality of Service	П		[7]		
a. Responsive     b. Accuracy		H		片	
c. Deliverables	H	X	H	Ħ	
2. Vendor's Organization:	,		_		
a. Staff expertise			V	님	
b. Professionalism			Y		
c. Turnover		✓			
<ol><li>Timeliness of:</li></ol>	г -				
a. Project	H	V	H	님	
b. Deliverables		[X]	Ц		
<ol><li>Project completed within budget</li></ol>			$\checkmark$		
5. Cooperation with:	1200000		Paris 197	======================================	
a. Your Firm		$\checkmark$			
b. Subcontractor(s)/Subconsultant(s)				$\checkmark$	
c. Regulatory Agency(ies)				$\checkmark$	
Additional Comments: (provide on additional sheet if needed)					Q.
BBarr served as our AOR for a fittle over 2 years. There were many facels of their organization wi Becontend with their Creative team. Since then their Creative team is now made up different indiv		ery good job. The one area and	the reason why DTPB did n	ot continue our relationship was a	
***THIS SEC	TION FOR COUNTY US	SE ONLY***		or s	
/erifled via:EMAILVERBAL Verified by: 60	o DeMott	Division: (	MUB	Date: 43019	0100
				- The second second	

3/21/2019



Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: &Barr Organization/Firm Name providing reference: Experience Kissimmee Contact Name: DT Minich Reference date: Title: President/CEO 03/11/2019 Contact Email: DMinich@experiencekissimmee.com Contact Phone: 407-569-4801 Name of Referenced Project: AOR Experience Kissimmee Contract No. Date Services Provided: Project Amount: RFP-12-2507-DG/LC 09/12/2011 to 09/30/2016 Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? No If No, please specify in Additional Comments (below). Description of services provided by Vendor: Agency of Record services including strategy, account management, online and offline media planning and buying, creative services, research, digital marketing and analytics. Excellent Please rate your experience with the Needs Satisfactory Not Improvement Applicable referenced Vendor: 1. Vendor's Quality of Service Responsive b. Accuracy Deliverables Vendor's Organization: a. Staff expertise b. Professionalism Turnover 3. Timeliness of: a. Project b. Deliverables 4. Project completed within budget Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) \*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\* EMAIL VERBAL Division: (2)

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2000 as a basis for rejection, rescission of the award, or termination of the contract and residence as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 25 Procurement Code.

LATE. TUES 4/30/19 1:15 DM



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agend	cy Services			
Reference for: &Barr	·			
Organization/Firm Name providing reference:				
Rosen Hotels & Resorts				
Contact Name: Leslie Menichini Ti	itle: VP, Sales	& Mktg Refe	rence date:	03/11/2019
Contact Email: Imenichini@rosenhotels.com		Con	tact Phone: ¿	107.996.3311
Name of Referenced Project: AOR Rosen Ho	otels & Resorts			
Contract No. Date Services	Provided:	- William William	Project Ar	nount:
N/A 01/01/2015	to	(1)	ntident	sa l
Vendor's role in Project:	Subconsultant/S		1, 2, 2, 1	
Would you use this vendor again?   ✓ Yes	No If No	o, please specif	y in Additiona	Comments (below).
Description of services provided by Vendor:	_			100
Agency of Record services including strategy, according		, online and offli	ne media plan	ning and buying,
creative services, research, digital marketing and a	nalytics.			
Please rate your experience with the referenced Vendor:	Needs improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	$\vdash$		V	
b. Accuracy c. Deliverables	H		첫	
C. Deliverables			$\checkmark$	
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b. Professionalism     c. Turnover	H	H		片
c. Turnover			[4]	
<ol><li>Timeliness of:</li></ol>				
a. Project	$\exists$		<u>~</u>	
b. Deliverables			<b>V</b>	
4. Project completed within budget			$\checkmark$	
5. Cooperation with:				
a. Your Firm			$\checkmark$	
<ul><li>b. Subcontractor(s)/Subconsultant(s)</li></ul>	П			Ħ
c. Regulatory Agency(ies)			$\checkmark$	
Additional Comments: (provide on additional sheet if needed)				
&Barr team is extremely professional, the team				
	ION FOR COUNTY US	SE ONLY***		
Verified via:EMAIL VERBAL Verified by: Bab	DerMott	Division: 6	hus	Date: 4/30/19

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code



	qua Marketing & Comm	unications, Inc.			
Organization/Firm	Name providing reference	Contract to the second		1023-110-110-110-110-1	
The Bradenton	Area Convention & Visite	ors Bureau			
Contact Name: E	Iliott Falcione	Title: Executive	Director	Reference date:	2-13-2019
	lliott.falcione@bacvb.co			Contact Phone: (	941-705-1287
Name of Reference	ced Project: Professional	Advertisina & Pr	ublic Relatio	ns Services	
Contract No.		es Provided:		Project Ar	
17-1254MS	9-29-2017	to 8-30-	2022	\$866,672	annually/\$4,333,36
endor's role in Pr	oject: Prime Vendor	Subconsultant/	Subcontracto	or	199
Vould you use this	vendor again? Yes	□No If N	No, please sp	ecify in Additiona	I Comments (below)
escription of se	vices provided by Vendo	or:			
trategic direction	n, research, planning, m		ative/design	services, Public	Relations, co-op
rogram.					
Please rate your referenced Vend	experience with the or:	Needs Improvement	Satisfactor	y Excellent	Not Applicable
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<ul><li>b. Accura</li><li>c. Deliver</li></ul>		님	$\Box$		닏
	ables				
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a. Staff e. b. Profess c. Turnov  3. Timeliness of a. Project b. Deliver  4. Project comp  5. Cooperation a. Your F	xpertise sionalism er  if: ables bleted within budget with:				
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<ul> <li>a. Staff exists.</li> <li>b. Profess</li> <li>c. Turnov</li> <li>3. Timeliness of a. Project</li> <li>b. Deliver</li> <li>4. Project comp</li> <li>5. Cooperation</li> <li>a. Your Fib. Subcor</li> </ul>	xpertise sionalism er  if: ables bleted within budget with:				
a. Staff e. b. Profess c. Turnov  3. Timeliness of a. Project b. Deliver  4. Project comp  5. Cooperation a. Your Fi b. Subcor c. Regula	xpertise sionalism er  if: ables bleted within budget with: irm ntractor(s)/Subconsultant(s				
a. Staff e. b. Profess c. Turnov  3. Timeliness of a. Project b. Deliver  4. Project comp  5. Cooperation a. Your Fi b. Subcor c. Regula	xpertise sionalism er  if: ables bleted within budget with: irm attractor(s)/Subconsultant(story Agency(ies)				

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p. 289



Reference for: Aqua Marketing & Commun	ications, Inc.			
Organization/Firm Name providing reference:	The second secon			
The Punta Gorda/Englewood Visitor & Cor	nvention Bureau	ı		
Contact Name: Chip Futch T	itle: Marketing	Director R	deference date:	2-13-2019
Contact Email: Chip.Futch@charlottecount			Contact Phone: 9	
Name of Referenced Project: 1. Tourism Cre	ative Services an			
Contract No. Date Services	Provided:		Project An	
000464 and P.O. #2019001174 2-07-2019	to 2-06-2	022	\$325,000 a	nnually/\$975,000 tot
Vendor's role in Project: ☑ Prime Vendor ☐	Subconsultant/S	Subcontracto	r	
Nould you use this vendor again?	Williams .			Comments (below).
Description of services provided by Vendor:				
Strategic direction, research, planning, med		ive/design	services Public	Relations co-op
program.	,			( ) - ( ) -
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactor	y Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive			N.	
b. Accuracy c. Deliverables	H	H	Y.	
2. Vendor's Organization:			V	
a. Staff expertise			$\checkmark$	
b. Professionalism			X	
c. Turnover			<b>\Z</b>	
3. Timeliness of:				
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	ñ	H	Ž	H
Project completed within budget				
			$\checkmark$	
5. Cooperation with:				
a Vour Eirm	H	H	<u>V</u>	H
<ul><li>a. Your Firm</li><li>b. Subcontractor(s)/Subconsultant(s)</li></ul>		H		7
<ul><li>a. Your Firm</li><li>b. Subcontractor(s)/Subconsultant(s)</li><li>c. Regulatory Agency(ies)</li></ul>				
b. Subcontractor(s)/Subconsultant(s)				
b. Subcontractor(s)/Subconsultant(s)				
<ul><li>b. Subcontractor(s)/Subconsultant(s)</li><li>c. Regulatory Agency(ies)</li></ul>				
b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies)  Additional Comments: (provide on additional sheet if needed)	TION FOR COUNTY U		n: CHUUB	1.10

3/21/2019



Reference for: Aqua Marketing & Communi	cations, Inc.	-11-14		
Organization/Firm Name providing reference:				
The Emerald Coast Convention & Visitors	Bureau			
Contact Name: Jennifer Adams T	itle: Executive	Director Refe	erence date:	2-13-2019
Contact Email: jadams@myokaloosa.com		Cor	tact Phone: 8	50-685-6137
Name of Referenced Project: Agreement for A	dvertising/Marke	ting-Social Med	dia-Research-	Public Relations
Contract No. Date Services	Provided:		Project An	nount:
C17-2525-TDD 2-08-2017	to 2-07-2	2019	\$771,996 an	nually/\$1,543,992
Vendor's role in Project: Prime Vendor  Nould you use this vendor again? Prime Vendor  Description of services provided by Vendor:  Strategic direction, research, planning, medical	□No If No	o, please specif		Comments (below) Relations, co-op
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service     a. Responsive     b. Accuracy     c. Deliverables			V V	
Vendor's Organization:     a. Staff expertise     b. Professionalism     c. Turnover				
Timeliness of:     a. Project     b. Deliverables			V	
4. Project completed within budget			$   \overline{\mathbf{A}} $	
<ul> <li>5. Cooperation with:</li> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> <li>c. Regulatory Agency(ies)</li> </ul>			Z D	
Additional Comments: (provide on additional sheet if needed)				
"THIS SEC	TION FOR COUNTY U	SE ONLY***		
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County Commissioners

BROWARD COUNTY BOARD OF COUNTY COMMISSIONERS / SOLICITATION NO: GEN2116476P1

Broward County Board of County Commissioners

Bid GEN2116476P1

Due to client confidentiality, we cannot disclose budget details.



## Vendor Reference Verification Form

O COMPANY	ence for: BVK				
and the second of the	ization/Firm Name providing re	eference:			
Wyon	ning Office of Tourism				
	ct Name: Diane Shober	Title: Execu	tive Director	Reference date:	03/20/2019
	ct Email: diane.shober@wyo.go			Contact Phone:	307-777-2808
	of Referenced Project. Adver	tising Services - Age	ency of Recor	d	
Contra		Services Provided: 27/2018 to 06	3/30/2019	Project A	mount:
Descrip	you use this vendor again? [ ption of services provided by of record, brand strategy, resear performance marketing, analytic	Vendor:	execution, med	ia strategy, media	al Comments (below
Please	e rate your experience with the nced Vendor:		Satisfact		Not Applicable
1. V	/endor's Quality of Service				
	a. Responsive     b. Accuracy     c. Deliverables			N N N	
2. V	a. Responsive b. Accuracy				
	a. Responsive b. Accuracy c. Deliverables  /endor's Organization: a. Staff expertise b. Professionalism				
3. Т	a. Responsive b. Accuracy c. Deliverables  /endor's Organization: a. Staff expertise b. Professionalism c. Tumover  imeliness of: a. Project			N NN NN NN N	
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115

3/22/2019

Broward County Board of County Commissioners



#### Due to client confidentiality we cannot disclose budget details.

Refe	rence	e for: BVK					
Orga	nizat	ion/Firm Name providing	g reference:				
Maii	10 0	ffice of Tourism					
Cont	act N	lame: Steve Lyons	Ti	tle: Director	Refe	rence date:	03/20/2019
		mail: steve.lyons@maine				tact Phone: 2	207-624-9815
Nam	e of I	Referenced Project. Adv	vertising Ser	vices - Agency	of Record		
Cont	ract I	No. D	ate Services I	Provided:		Project An	nount:
CT2	0171	211000000001915 0	7/01/2019	to 12/31	2019		
Vendo	or's ro	ole in Project: Prime	Vendor	Subconsultant/S	Subcontractor		
Would	you	use this vendor again?	√Yes	No If N	o, please specif	y in Additiona	Comments (below
Descr	iptio	n of services provided	by Vendor:				
		ecord, brand strategy, res					
buying	, perl	ormance marketing, analy	ytics & reporting	ig, content, digita	l web developm	ent & mainten	ance
		te your experience wit d Vendor:	h the	Needs Improvement	Satisfactory	Excellent	Not Applicable
1.		dor's Quality of Service Responsive				[7]	
	2	Resnonsive			1 1		
	b.	Accuracy Deliverables			H	Š	
2.	b. c.	Accuracy Deliverables					
2.	b. c. Vend a.	Accuracy Deliverables dor's Organization: Staff expertise					
2.	b. c. Vend a. b.	Accuracy Deliverables dor's Organization: Staff expertise Professionalism					
2.	b. c. Vend a. b.	Accuracy Deliverables dor's Organization: Staff expertise					
	b. c. Vend a. b. c.	Accuracy Deliverables dor's Organization: Staff expertise Professionalism Turnover					
	b. c. Vend a. b. c. Time a.	Accuracy Deliverables  dor's Organization: Staff expertise Professionalism Tumover eliness of: Project					
	b. c. Vend a. b. c. Time a.	Accuracy Deliverables dor's Organization: Staff expertise Professionalism Turnover					
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BidSync

Broward County Board of
County Commissioners
BROWARD COUNTY BOARD OF COUNTY COMMISSIONERS / SOLICITATION NO: GEN2116476P1

Broward County Board of County Commissioners

Due to client confidentiality, we cannot disclose budget details.



## **Vendor Reference Verification Form**

Hen	erence for: BVK					
Org	anization/Firm Name p	providing reference:				
Vis	it St Petersburg Clea	arwater (Pinellas Co	ounty Conventi	on and Visitor	Bureau)	
	itact Name: Tim Rams		tle: COO	Refe	erence date:	03/20/2019
Cor	tact Email: tim@visits	po.com		Con	itact Phone: 7	27-385-8467
Nan	ne of Referenced Proje	ect. Advertising and	Promotional S	Services		
Con	tract No.	Date Services	Provided:		Project An	nount:
123	-0268-P	10/01/2007	10 09/30/	2019		
Vend	lor's role in Project: 🗸	Prime Vendor	Subconsultant/S	Subcontractor		
Woul	d you use this vendor	again?   Yes	□No If N	o, please specif	y in Additiona	Comments (below
Desc	ription of services p	lained.			***************************************	
	al agency of record prov		eting consultation	including strate	gy, brand deve	elopment, creative,
medi	a, promotions, partnersh	rips.				
	sse rate your experie renced Vendor:	nce with the	Needs Improvement	Satisfactory	Excellent	Not Applicable
	Vendor's Quality of S	Service	_			
	<ul> <li>a. Responsive</li> </ul>				$\checkmark$	
	<ul> <li>b. Accuracy</li> <li>c. Deliverables</li> </ul>		$\vdash$		Ϋ́	
	21 537.327.32				$ \mathbf{A} $	
2.	Vendor's Organization	in:				
	<ul> <li>a. Staff expertise</li> <li>b. Professionalism</li> </ul>	•	Ħ		N	Ħ
	c. Tumover	I.	Ħ	H	H	Ħ
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3.	Timeliness of:				$\checkmark$	
	<ul> <li>a. Project</li> <li>b. Deliverables</li> </ul>		Ħ			H
722		220 (21 (21 (22 (22 (22 (22 (22 (22 (22 (22			I <del>V</del>	
4.	Project completed wi	thin budget			$\checkmark$	
5.	Cooperation with:					
	a. Your Firm	di accoment emiliar accoment			$\checkmark$	
	b. Subcontractor(s				$\checkmark$	
	c. Regulatory Age	ricy(les)				$\checkmark$
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TVACTORS B	MERCEN REPORT OF THE PROPERTY	"THIS SECTI	ONFOR COUNTY U	E OM A	nea	130/19

BVK | MARCH 2019

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Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Cactus Marketing Communications Organization/Firm Name providing reference: CommunityAmerica Credit Union (CACU) Contact Name: Matt Johnson Reference date: Title: VP, Marketing 03/11/2019 Contact Phone: 913.905.8219 Contact Email: mcjohnson@cacu.com Name of Referenced Project: Agency of Record Contract Contract No. Date Services Provided: Project Amount: N/A 01/01/2018 to 12/31/2018 \$ 2,414,950.00 Vendor's role in Project: ✓ Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? No If No, please specify in Additional Comments (below). Description of services provided by Vendor: Annual Agency of Record (AOR) from 2017 through current. As AOR, Cactus provides Strategy, Planning, Creative, Media, Production / Execution, and Reporting Project Amount listed above is annual all in budget covering media, production and services. Please rate your experience with the Needs Satisfactory Excellent Not Improvement **Applicable** referenced Vendor: 1. Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism Turnover 3. Timeliness of: a. Project b. Deliverables Project completed within budget Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) \*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\* Verified by: Bab DeMutt Verified via: **EMAIL VERBAL** Division: 0

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/250spty as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 14

LMR 4/30/19 1:45 pm



Broward County Solicitation No. and Title:	av Camilaaa			
GEN2116476P1, Advertising Agen Reference for: Cactus Marketing Communication		I TO THE OWNER OF THE PARTY OF	( <del></del>	o a santania anti-ni a
Organization/Firm Name providing reference:	ations			
	O. II. A. ID.			
Town of Vail; Vail Local Marketing District	(VLMD)			
	itle: Economic		and the same of th	03/13/2019
Contact Email: MVlaar@vailgov.com		Con	tact Phone: o	70.479.2454
Name of Referenced Project: Agency of Red	ord Contract			
Contract No. Date Services	Provided:		Project Ar	nount:
N/A 01/01/2018	to 12/31/	2018	\$ 943,500	.00
Vendor's role in Project: ✓ Prime Vendor	Subconsultant/S	Subcontractor		e - Sente diministra de la composição de
Would you use this vendor again?   √Yes	No If N	o, please specif	y in Additiona	l Comments (below).
Description of services provided by Vendor:	<u></u>			
Annual Agency of Record (AOR) from 2016 through current. As AOR,	Cactus provides Strateg	y, Planning, Creative, I	Media, Production /	Execution, and Reporting
Project Amount listed above is annual all in budget covering media, pr	oduction and services.			
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<del></del>	H	K	H
<ul><li>b. Accuracy</li><li>c. Deliverables</li></ul>	-	님	벍	
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2. Vendor's Organization:				
Staff expertise     Professionalism	H	H		
<ul><li>b. Professionalism</li><li>c. Turnover</li></ul>	H	H		H
104 (MATHERIN DE S				
3. Timeliness of:				
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	H	H		님
b. Deliverables	<del></del>	LJ		Size :
4. Project completed within budget			1	
5. Cooperation with:	-		-	
a. Your Firm			$\overline{\mathbf{A}}$	
<ul><li>b. Subcontractor(s)/Subconsultant(s)</li><li>c. Regulatory Agency(ies)</li></ul>			<b>✓</b>	
c. Regulatory Agency(les)			<b>√</b>	
Additional Comments: (provide on additional sheet if needed)				
	TION FOR COUNTY	OF ONLY		
/	TION FOR COUNTY US		6,0	1.1.
Verified via:EMAILVERBAL Verified by: 6	y yewat	Division: £	rius_	Date: 5/6/19

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2 Gounty as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 18

umz 4/30/17 1:46pm



Reference for: Cactus Marketing Communica	tions			
Organization/Firm Name providing reference:				Marine State Communication Com
Colorado Lottery				
Contact Name: Christian Hawley Ti	tle: Advertising	g Manage Refe	erence date:	03/12/2019
Contact Email: christian.hawley@state.co.us		Cor	tact Phone: 3	303-759-6810
Name of Referenced Project: Agency of Reco	ord Contract			
Contract No. Date Services	Provided:		Project Ar	nount:
N/A 07/01/2017	to 06/30/	2018	\$ 14,900,0	00.00
Vendor's role in Project: ✓ Prime Vendor	Subconsultant/S	ubcontractor		
Would you use this vendor again? ✓ Yes	□No If No	o, please specif	y in Additiona	Comments (below)
Description of services provided by Vendor:				
Annual Agency of Record (AOR) from 2007 through current. As AOR, or Project Amount listed above is annual all in budget covering media, pro	Cactus provides Strategy	, Planning, Creative, I	Media, Production /	Execution, and Reporting
Froject Amount isled above is almual all in budget covering media, pro	duction and services.			
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive			$\overline{\checkmark}$	
b. Accuracy			$\overline{\mathbf{A}}$	
c. Deliverables			<b>✓</b>	
<ol><li>Vendor's Organization:</li></ol>			[7]	
Staff expertise				
b. Professionalism	님	닏	<u>~</u>	H
c. Turnover			<b>V</b>	
3. Timeliness of:				
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	H	$\vdash$		$\vdash$
b. Deliverables			<b>\rightarrow</b>	
4. Project completed within budget			<b>V</b>	
5. Cooperation with:	_			
a. Your Firm			<b>✓</b>	
b. Subcontractor(s)/Subconsultant(s)			$\checkmark$	
c. Regulatory Agency(ies)			<b>✓</b>	
additional Comments: (provide on additional sheet if needed)				
***THIS SECT	ON FOR COUNTY US	SE ONLY***		
	~~~^^	B1 - 15 W 1280 S W 1280		

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2504114 gs a basis for rejection, rescission of the award, or termination of the contract and may associate the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 16.

## THE WILDWOODS REFERENCE FORM

Orga						
		Fuseideas Firm Name providing referen	rce.			
/310		woods Tourism Improvem		ent Authority		
		Ben Rose	Title: Director Iv		erence date:	2/27/19
		l: brose@wildwoodenj.com				09-846-2657
Nam	ne of Refe	renced Project: Creative an	ad Madia Capiasa			1002-040-6001
Con	tract No.	Date Serv	rices Provided:		Project An	nount:
12-6	3-2016	January '	17 le Thru l	Dec. 2019		ract \$1.9 MM
Vend	for's role in	Project: Prime Vendor			1,010,001	
refe	renced V		Needs Improvement	Satisfactory	Excellent	Not Applicable
refe	Vendor's			Satisfactory	Excellent	
refe	Vendor's e. Re b. Ac	endor: s Quality of Service sponsive curacy		Satisfactory	Excellent	
refe	Vendor's e. Re b. Ac	endor: s Quality of Service sponsive		Satisfactory	Excellent  V	
refe	Vendor's a. Re b. Ac c. De	endor:  s Quality of Service sponsive curacy fiverables s Organization:		Sabisfactory	Excellent	
refe	Vendor's a. Re b. Ac c. De Vendor's s. Str	endor: s Quality of Service sponsive curacy sverables		Satisfactory	Excellent	
refe	Vendor's a. Re b. Ac c. De Vendor's s. Str	endor:  a Quality of Service sponsive curacy sverables s organization: off experise ofessionalism		Satisfactory	Excellent  V  V  V	
1. 2.	Vendor's a. Re b. Ac c. De  Vendor's a. Sta b. Pro c. Tu  Timeline	endor:  s Quality of Service sponsive curacy fiverables  s Organization; off expertise offessionalism mover		Satisfactory	Excellent	
1. 2.	Vendor's  B. Re  C. De  Vendor's  S. St  B. Pro  C. Tu  Timeline  8. Pro	endor:  s Quality of Service sponsive curscy siverables s organization: off experise ofessionalism mover oject		Satisfactory	Excellent    Signature   Signa	
1. 2.	Vendor's e. Re b. Ac c. De Vendor's e. Str b. Pro c. Tu Timeline a. Pro b. De	endor:  s Quality of Service sponsive curscy siverables s organization: off expertise ofessionalism mover sss of: others offessionalism structure		Satisfactory	Excellent	
1. 2.	Vendor's e. Re b. Ac c. De Vendor's e. Str b. Pro c. Tu Timeline a. Pro b. De	endor:  s Quality of Service sponsive curscy siverables s organization: off experise ofessionalism mover oject		Satisfactory	Excellent	
2. 3.	vendor's a. Re b. Ac c. De Vendor's a. Str b. Pro c. Tu Timeline a. Pro b. De Project of	endor:  a Quality of Service sponsive curscy fiverables a Crganization: off experise ofessionalism mover ses of: offect fiverables completed within budget dion with:		Satisfactory	SISTEMBER STORE	
2. 3.	vendor's a. Re b. Ac c. De Vendor's a. Str b. Pro c. Tu Timeline a. Project of Coopers a. Yo	endor:  5 Quality of Service sponsive curscy fiverables  5 Organization: off expertise offessionalism mover uss of: olject diverables completed within budget dion with: ur Firm	Improvement	Satisfactory	SISTEMBER STORE	
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Most sourced Digital

Most services withing

GREATER SOURCE MEDIAN & FUSEIDEAS 8:

## **TOURISM SANTA FE REFERENCE FORM**

Broward County Solicitat					
GENZII04/0PI, Adve	ntising Agency Servi	res			
Reference for: Fuseide					
Organization/Firm Name					
Tourism Santa Fe					
Contact Name: Randy F	Pandali Ti	tle: Executive [	Director Ref	erence date:	2/26/19
Contact Email: rrandall	@ci santa-fe.nm.us		Co	ntact Phone:	05-955-6200
Name of Referenced Pro	ject: Tourism market	ing for Tourism	Santa En/Cit	v of Santa E	6
Contract No.	Date Services	Provided:		Project Ar	mount:
15-0127	Feb 2015	to Ourren	t	Approx. S1	- S2 Million annua
Vendor's role in Project:	Prime Vendor	Subconsultant/S	ubcontractor		
Would you use this vendo	ragain? ☑Yes	☐No If No	o, please speci	ly in Additiona	Comments (below)
<ol> <li>Vendor's Quality of</li> </ol>	Service				
<ol> <li>Responsive</li> </ol>	33000			Ø	
				N	
Responsive     Accuracy     C. Deliverables     Vendor's Organizat	ion:			NAM	
Responsive     Accuracy     Deliverables     Vendor's Organizat     Staff expensis	ion:				8
Responsive     Deliverables     Vendor's Organizat	ion:				
a. Responsive     b. Accuracy     c. Deliverables     Vendor's Organizat     a. Staff experise     b. Professionalis     c. Turnover     Timeliness of:	ion:				
Responsive     Accuracy     Deliverables     Vendor's Organizat     Staff experise     Tumover	ion:			NA CINA NINA	
Responsive     D. Accuracy     C. Deliverables     Vendor's Organizat     Staff experise     Professionalis     Timeliness of:     Project     D. Deliverables	ion: e e	000 000		KIN OINN KIN	
Responsive     Accuracy     C. Deliverables     Vendor's Organizat     Staff experts     Derocessionalis     Timetiness of:     Project     Deliverables     Project completed v	ion: e e			KI KIKI OKIKI KIKK	
Responsive     Accuracy     C. Deliverables     Vendor's Organizat     Staff expertisa     Timetiness of:     Timetiness of:     Project     Deliverables     Project completed of     Cooperation with:     Your Firm	ion; e am within budget	000 000 0		KIN OINN KIN	
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Responsive     Accuracy     C. Deliverables     Vendor's Organizat     Staff expertisa     Timetiness of:     Timetiness of:     Project     Deliverables     Project completed of     Cooperation with:     Your Firm	ion; e m within budget (s/Subconsultant(s)			KIN OINN KIN	

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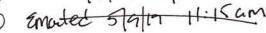
FORT LAUDERDALE S FUSEIDEAS

6



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# **BIG SKY REFERENCE FORM**

	No and Title:				
Broward County Solicitation ( GEN2116476P1, Adv		ervices			
Reference for: Fuseideas		0111000			
Organization/Firm Name pro- Visit Big Sky	viding reference:				
Contact Name: Kitty Cleme	ns Title:	Executive Dir	ector Refe	rence date:	03/05/2019
Contact Email: kdtty@demen	s.com			tact Phone:	
Name of Referenced Project	Visit Big Sky Destin	ation Marketin	ng Program	of Work	
Contract No.	Date Services Provi			Project Ar	nount:
N/A	04/01/2014	06/01/20	17	\$2.000,00	00.00
Vendor's role in Project:	nime Vendor Subc	onsultant/Sub	contractor		
Would you use this vendor aga	ain? Yes 🗆	lo If No. p	lease specif	v in Additiona	Comments (below)
Description of services prov	rided by Vendor:				
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Hole complete back-to maid: lighter	mod the Committee and States	Parau, se russion	t med totagen til en	er tes inter se	manion in sold-longing
CANADA CONTRACTOR AND A		41 20			
Please rate your experience			Satisfactory	Excellent	Not
referenced Vendor:	lm	Næds S provement	Satisfactory	Excellent	Not Applicable
	lm		Satisfactory	Excellent	
1. Vendor's Quality of Sen a. Responsive b. Accuracy	lm		Satisfactory	Excellent	
1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables	lm		Satisfactory	Excellent  V	
referenced Vendor:  1. Vendor's Guality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization:	lm		Satisfactory		
1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables	lm		Batisfactory	Excellent  V	
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise	lm		Satisfactory	Excellent  V	
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism	lm		atisfactory		
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Tumover  3. Timeliness of: a. Project	lm		Satisfactory		
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Tumover  3. Timeliness of: a. Project b. Deliverables	lani, vice		atisfactory	SIN	
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Tumover  3. Timeliness of: a. Project	lani, vice		atisfactory	Excellent  VIVI  V	
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roteranced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Tumover  3. Timeliness of: a. Project b. Deliverables  4. Project completed within  5. Cooperation with: a. Your Firm	im, vice n budget		latisfectory	SING SING SING SING SING SING SING SING	
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Tumover  3. Timeliness of: a. Project b. Deliverables  4. Project completed within  5. Cooperation with:	imi vice in budget Subconsultant(s)				
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover  3. Timeliness of: a. Project b. Deliverables  4. Project completed within 5. Cooperation with: a. Your Firm b. Subcontractor(s)(5)	imi vice in budget Subconsultant(s)				
referenced Vendor:  1. Vendor's Quality of Sen a. Responsive b. Accuracy c. Deliverables  2. Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover  3. Timeliness of: a. Project b. Deliverables  4. Project completed within 5. Cooperation with: a. Your Firm b. Subcontractor(s)(5)	imi vice in budget Subconsultant(s) y(ies)				

FORT LAUDERDALE & FUSEIDERS



Reference for: Lightship Studios				
Organization/Firm Name providing reference:	THE			
Disney Destinations, LLC				
Contact Name: Nilce Moraes Ti	tle: Creative C	ontent PrRefe	rence date:	02/25/2019
Contact Email: nmoraesme@icloud.com		Con	tact Phone: 4	04-272-0112
Name of Referenced Project: Disney Internat	ional Planning			
Contract No. Date Services			Project An	nount:
n/a 06/17/2013	to 12/20/2	2016	\$ 210,733.	00
endor's role in Project: Prime Vendor	Subconsultant/S	ubcontractor		
Vould you use this vendor again? ✓ Yes	□No If No	o, please specif	y in Additiona	Comments (bel
escription of services provided by Vendor:		- <b>(* 1) *</b> (* (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* ) * (* )		
Production company in charge of all aspects	of production			
Todason company in onango or an acposto	or production.			
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service		NAMES OF THE OWNER, WHEN THE O		
a. Responsive			V	
b. Accuracy			~	
c. Deliverables			V	
2. Vendor's Organization:				
<ul> <li>a. Staff expertise</li> </ul>		$\vdash$		H
b. Professionalism				
c. Turnover			~	
3. Timeliness of:	[]			
a. Project	닏	닏	~	
b. Deliverables			~	
4. Project completed within budget			V	Nacos
5. Cooperation with:				
			V	
a. Your Firm	Sec.			
<ul><li>a. Your Firm</li><li>b. Subcontractor(s)/Subconsultant(s)</li></ul>	H		~	4 1
a. Your Firm			<b>V</b>	$\exists$
<ul><li>a. Your Firm</li><li>b. Subcontractor(s)/Subconsultant(s)</li></ul>			ンン	H
a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies)  Iditional Comments: (provide on additional sheet if needed)	ON FOR COUNTY US	EF ONI V***	ンン	H
a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies)  Iditional Comments: (provide on additional sheet if needed)	on FOR COUNTY US	EE ONLY***		H Slalia



Broward County Solicitation No. and Title:	20			
GEN2116476P1, Advertising Agend	cy Services			
Reference for: Lightship Studios				
Organization/Firm Name providing reference:				
Gay Men's Chorus of South Florida		- Sission - Sission - West		
Contact Name: Mark Kent Ti	tle: Executive	Director	ference date:	02/20/2019
Contact Email: mkent@gmcsf.org		Co	ontact Phone: (	954) 763-2266
Name of Referenced Project: Agency of Reco	ord / Video Pro	duction Com	pany	
Contract No. Date Services	Provided:		Project An	nount:
na 07/01/2016	to 02/28/	2019	\$ 67,608.0	0
Vendor's role in Project:   ✓ Prime Vendor   ☐	Subconsultant/S	ubcontractor		
Would you use this vendor again? ✓ Yes	□No If No	o, please spec	ify in Additiona	Comments (below
Description of services provided by Vendor:				
Marketing, social media, videography and pu	ublic relations s	ervices.		
<b>S</b>				
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service		П		
<ul><li>a. Responsive</li><li>b. Accuracy</li></ul>	H	H	<u> </u>	H
c. Deliverables		Ħ	V	
2. Vendor's Organization:				
a. Staff expertise	H	H		님
<ul><li>b. Professionalism</li><li>c. Turnover</li></ul>	H	H	<u> </u>	H
3. Timeliness of:		ш	···	
a. Project			$\checkmark$	
b. Deliverables			$\checkmark$	
4. Project completed within budget		П		
5. Cooperation with:	_		<del></del>	_
a. Your Firm			$\checkmark$	
<ul><li>b. Subcontractor(s)/Subconsultant(s)</li><li>c. Regulatory Agency(ies)</li></ul>			$\checkmark$	
c. Regulatory Agency(les)			$\checkmark$	
Additional Comments: (provide on additional sheet if needed)				
Really terrific company. Their leadership is personal AND professional. They really listen to our net completely happy with the outcome. I really feel a great sense of collaboration and teamwork with L	eds and deliver great work. If we	want something changed, the	ey are eager to make the reque	ested adjustments to ensure we are
	ON FOR COUNTY US	SE ONLY***		
Verified via:EMAILVERBAL Verified by: Balv	DeMott	Division:	GRUB	Date: 5 3 19

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/250 any as a basis for rejection, rescission of the award, or termination of the contract and may also, serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 41



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agend	cy Services			
Reference for: Lightship Studios				THE MICHIGAN THE PROPERTY OF THE PARTY OF TH
Organization/Firm Name providing reference:		- Holl		
Safety Harbor Resort				
Contact Name: Lisa Margarone Ti	tle: Director of	Marketin Refe	rence date:	02/20/2019
Contact Email: Imargarone@safetyharborreso	ort.com	Cor	tact Phone: 7	727) 724-7706
Name of Referenced Project: Television Com	mercials / Onli	ne Promotiona	al Videos / S	ocial Media
Contract No. Date Services	Provided:		Project Ar	nount:
na 01/31/2017	to 02/28/	2019	\$ 46,500.0	00
Vendor's role in Project: Prime Vendor	Subconsultant/S	ubcontractor	a and the same standards	
Would you use this vendor again? Yes	□No If No	o, please specif	y in Additiona	l Comments (below
Description of services provided by Vendor:				
Lightship has created and produced a number of comedia and all of our photography needs.	ommercials and v	ideos for us. In a	addition, they r	manage our social
Please rate your experience with the	Needs	Satisfactory	Excellent	Not
referenced Vendor:	Improvement	- Januarion y	LAGGIGIE	Applicable
<ol> <li>Vendor's Quality of Service         <ul> <li>Responsive</li> </ul> </li> </ol>		П		П
b. Accuracy		H		H
c. Deliverables			<b>V</b>	
2. Vendor's Organization:				
a. Staff expertise	H	H		H
<ul><li>b. Professionalism</li><li>c. Turnover</li></ul>	Ħ	H	V	H
3. Timeliness of:	*********			
a. Project			V	
b. Deliverables			V	
4. Project completed within budget			V	
5. Cooperation with:				
a. Your Firm			V	
<ul><li>b. Subcontractor(s)/Subconsultant(s)</li><li>c. Regulatory Agency(ies)</li></ul>			V	
o. Regulatory Agency (163)			~	
Additional Comments: (provide on additional sheet if needed)				
I highly recommend Lightship Studios, Andy and his team are exceptional! They are creative, hard-visimple idea and turn it into a masterpiece.	working and easy to work with, not	to mention they truly care about	It their clients and projects.	Their work is amazing - they take a
^	ION FOR COUNTY US		, .	4.1
Verified via:EMAILVERBAL Verified by: 500V	Lemost	Division: 6	nus	Date: 5319



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agen	cy Services			
Reference for: Metropolitan Public Strategies, In	ic.			
Organization/Firm Name providing reference:				
United for Affordable NYC				
	itle: Campaign	Manager Refe	erence date:	02/22/2019
Contact Email: jmobile25@gmail.com			tact Phone:	917-337-7746
Name of Referenced Project: Affordable Hou	ising and Rezoi	ning Project		
Contract No. Date Services	Provided:		Project Ar	mount:
N/A 12/01/2015	to 04/30/	2016	\$ 500,000	.00
Vendor's role in Project: ✓ Prime Vendor	Subconsultant/S	ubcontractor		
Would you use this vendor again? Yes	□No If No	o, please specif	y in Additiona	l Comments (below).
Description of services provided by Vendor:				
MPS provided services for this project that included campaign strategy, d and integrated media placement targeting; analytical and market industry	evelopment and manager research, planning, and b	ment; earned media op orand development sen	erations; paid media vices.	content production, design
				22
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
<ul><li>a. Responsive</li><li>b. Accuracy</li></ul>	H	H	<u> </u>	H
c. Deliverables	H	H	<b>V</b>	H
2. Vendor's Organization:	_			
<ul> <li>a. Staff expertise</li> </ul>	$\vdash$		V	
b. Professionalism			<u> </u>	
c. Turnover			$\checkmark$	
<ol><li>Timeliness of:</li></ol>				
a. Project	H	님	$\checkmark$	
b. Deliverables			$\checkmark$	
4. Project completed within budget			$\checkmark$	
5. Cooperation with:		V	917	
a. Your Firm			$\checkmark$	
b. Subcontractor(s)/Subconsultant(s)			$\checkmark$	
c. Regulatory Agency(ies)			$\checkmark$	
Additional Comments: (provide on additional sheet if needed)				
***THIS SECT	ION FOR COUNTY US	E ONLY***		
verified via:EMAILVERBAL Verified by: but	DelMott	Division:	FUB	Date: 5/8/19
Il information provided to Broward County is subject to verification. Vendor acknowle copyly as a basis for rejection, rescission of the award, or termination of the contract focurement Code.	dges that inaccurate, untruthing and may also serve as the b	ul, or incorrect statements pasis for debarment of Ven	made in support of this dor pursuant to Section	response may be used by the 21.119 of the Broward County 99



Reference for: Metropolitan Public Strategies,	Inc.			
Organization/Firm Name providing reference				
Transportation is the Future				
Contact Name: Jacqui Carmona	Title: Treasurer	Refe	erence date:	02/22/2019
Contact Email: jacquicarmona@gmail.com		Cor	ntact Phone: 3	805-283-4558
Name of Referenced Project: Broward Cou	nty Penny Tax			
Contract No. Date Service			Project Ar	nount:
N/A 07/01/2018	to 10/31/	2018	\$ 250,000	.00
endor's role in Project:	Subconsultant/S	Subcontractor		
Vould you use this vendor again? ✓ Yes	□No If No	o, please speci	fy in Additiona	l Comments (belo
escription of services provided by Vendor		•	• Contraction (See all Contraction of Section	
PS provided services for this project that included campaign strategy, management and fundrivices.		aid media content production a	and design; integrated media	targeting, planning, and placemen
Please rate your experience with the	Needs Improvement	Satisfactory	Excellent	Not Applicable
referenced Vendor:  1. Vendor's Quality of Service	provenienc		· · · · · · · · · · · · · · · · · · ·	Аррисавіс
a. Responsive			$\checkmark$	
b. Accuracy			$\checkmark$	
c. Deliverables			$\checkmark$	
2. Vendor's Organization:				
a. Staff expertise	H	H	H	H
<ul><li>b. Professionalism</li><li>c. Turnover</li></ul>	H	H	<b>*</b>	H
3. Timeliness of:				
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	Ħ	H	H	H
b. Deliverables			Ĭ <b>Y</b>	
Project completed within budget			$\checkmark$	
5. Cooperation with:		7/200	3	
a. Your Firm			$\checkmark$	
b. Subcontractor(s)/Subconsultant(s)			$\checkmark$	
c. Regulatory Agency(ies)			$\checkmark$	
Iditional Comments: (provide on additional sheet if needed)				
+0. PEREURAN UN 1985 CERTAN PEREURAN BERUNAN BERUNAN BERUNAN BERUNAN BERUNAN BERUNAN BERUNAN BERUNAN BERUNAN B				
		SE ONLY***		
***THIS SEC	TION FOR COUNTY US			
***THIS SEC rified via:EMAILVERBAL Verified by:	TION FOR COUNTY US	Division:	aug	Date: 515/15



Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Metropolitan Public Strategies, Inc. Organization/Firm Name providing reference: ShareBetter Education Fund Contact Name: Ian Dunford Reference date: Title: Board Member 02/18/2019 Contact Email: iandunford@gmail.com Contact Phone: 347-225-5491 Name of Referenced Project: 2018 ShareBetter Campaign Contract No. Date Services Provided: Project Amount: N/A 01/01/2018 to 12/31/2018 \$5,000,000.00 Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? No If No, please specify in Additional Comments (below). Description of services provided by Vendor: Campaign strategy, development and management; earned media operations; paid media content production, design and integrated media placement targeting; analytical and market industry research, planning, and brand development services. Needs Satisfactory Excellent Please rate your experience with the Not Improvement **Applicable** referenced Vendor: 1. Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover 3. Timeliness of: a. Project b. Deliverables 4. Project completed within budget 5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) \*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\* EMAIL Verified by: Division: (SPLUS All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2Gosphy as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 98

#### OI ABOUT MMGY GLOBAL

### VISIT KC REFERENCE



TRACI MOON Senior Vice President of Marketing & Communications 816.691.3829

On behalf of the Visit KC team, I would like to effectively communicate the strength, trust, respect and successes of our valued partnership with MMGY Global. MMGY's strategic, creative and research-centric standards of excellence have forged our non-traditional partnership vs. client-agency relationship. The foundation of our partnership is derived from our mutual passion for KC and the travel & tourism industry. MMGY's vital research fundamentals and platforms drive our strategies – and results. The insights derived from the research and performance data allow for continual optimization, resulting in efficiencies and elevation of ROI. From the initial agency RFP process, through the evolution to our digital engagement strategy and to date, we are motivated by a strong key performance indicator that MMGY and our team possess yet cannot be trained...passion.

TRACI MOON
Senior Vice President of Marketing & Communications

BROWARD

Orga	rence	for: MMGY Globa ion/Firm Name prov					
Visit	KC						
		lame: Traci Moon		itle: Senior Vic			03.08.19
		mail: tmoon@visiti			Con	tact Phone: 8	16.691.3829
		Referenced Project:					
Cont	ract I	No.	Date Services	Provided:		Project An	nount:
			02.16.16	to Curre	nt		
Vendo	or's ro	ole in Project: P	rime Vendor	Subconsultant/	Subcontractor		
		use this vendor aga				v in Additiona	Comments (below
Descri	riptio	n of services prov	ided by Vendor:	_			
		te your experience d Vendor:	with the	Needs Improvement	Satisfactory	Excellent	Not Applicable
1.		dor's Quality of Sen	vice				
		Responsive Accuracy		Н	H	X	$\vdash$
		Deliverables		H	H	N	H
2.	Ven	dor's Organization:		_	=	_	
		Staff expertise		님		N	H
		Professionalism Turnover		$\exists$	Ц	A	$\vdash$
. 2		(4)(1)(4)(4)				$\overline{\mathbf{A}}$	
3.		eliness of: Project					
		Deliverables		Ħ	H	N	H
4	Proi	ect completed within	hudaet	=		E	
		commonwell because	Daoger			$\checkmark$	
5.		peration with: Your Firm					
		Subcontractor(s)/S	Subconsultant(s)	H	H	K	
		Regulatory Agency			H	X	H
		nments: (provide on additi	onal Sheet if needed)		_		_
Addition	nal Cor						

# OI ABOUT MMGY GLOBAL

SOUTH DAKOTA DEPARTMENT OF TOURISM REFERENCE



JAMES HAGEN Secretary of Tourism 605.773.3301 BROWARD

#### Vendor Reference Verification Form

	erence	IVIIVIG T GIODAI				
Org	anizat	tion/Firm Name providing ref	ference:			
So	uth D	akota Department of Touri	ism			
		lame: James Hagen	Title: Secretary	of Tourist Refe	erence date:	02/25/2019
Cor	ntact E	mail: james.hagen@TravelSe	outhDakota.com	Cor	ntact Phone: 6	05-773-3301
Nan	ne of	Referenced Project:				
Cor	tract I	No. Date	Services Provided: to		Project An	nount:
Vend	for's n	ole in Project: Prime Ven		Cubcontractor		
			-			
			Total Control of the	No, please speci	y in Additiona	Comments (below
	200	n of services provided by				
mark	eting,	ur AOR (Agency of Record) fo email marketing, Public Relati	or the South Dakota Depar ons efforts, Out of Home	tment of Tourism marketing and ac	's digital marke tivations.	eting, social media
refe	rence	te your experience with the d Vendor:	e Needs Improvement	Satisfactory	Excellent	Not Applicable
1.		dor's Quality of Service Responsive	П	П	[7]	
		Accuracy	H	Н	H	H
	C.	Deliverables		H	V	H
2.		dor's Organization:		=		
		Staff expertise Professionalism	H	H	K	H
		Tumover			H	H
3.	Time	eliness of:			_	
		Project	□		$\checkmark$	
	b.	Deliverables				
4.	Proj	ect completed within budget				
5.		peration with:			, <del>1110</del> /2	, — ·
		Your Firm			$\checkmark$	
		Subcontractor(s)/Subconsu Regulatory Agency(ies)	ultant(s)	R		R
		mments: (provide on additional sheet i		_	Œ	
Additio	onal Co					

100 1/30/19 701

### OI ABOUT MMGY GLOBAL

DESTINATION DC REFERENCE

DC

ROBIN McCLAIN

Senior Vice President of Marketing & Communications 202.789.7099

Vendor Reference Verification Form Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: MMG Y Global Organization/Firm Name providing reference: DESTINATION DC Contact Name: Robin McClain Title: SVP, Marketing and Communications Reference date: 02/26/2019 Contact Email: robin.mcclain@destinationdc.com Contact Phone: 202-789-7099 Name of Referenced Project: Media Planning/Buying Services Contract No. Date Services Provided: Project Amount: N/A August 2018 to Present Would you use this vendor again? Yes No If No, please specify in Additional Comments (below). Description of services provided by Vendor: Please rate your experience with the Needs Satisfactory Excellent Applicable Improvement referenced Vendor: 1. Vendor's Quality of Service N N a. Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism c. Tumover 3. Timeliness of: a. Project b. Deliverables 4. Project completed within budget 5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed): Cestration DC values our relationship with MMGY Global and what they've brought to our partnership in just sax months of working together. We feet MMGY has demonstrated a night revision fromeledge and addition advertising correction plantering, and were foliotic forward understanding the calminisation of the work in our annual return on investment study.

3/21/2019

BidSync

MZ 5/8/19 5:05 pm

p. 24



LMR 5/9/19 2:50pm

Reference for: ModOp				
Organization/Firm Name providing reference:				
Hudson & Marshall				
Contact Name: Jeff Abernathy Tit	tle: COO	Refe	rence date:	03/19/2019
Contact Email: Jabernathy100@gmail.com		Con	tact Phone: 2	214-693-4211
Name of Referenced Project: Media Manager	ment			
Contract No. Date Services	Provided:		Project An	nount:
03/01/2009	to 08/01/2	2016		
Vendor's role in Project: ✓ Prime Vendor 🔲	Subconsultant/S	ubcontractor		
Nould you use this vendor again? ✓ Yes	□No If No	, please specif	y in Additiona	I Comments (below
Description of services provided by Vendor:				
Provided media strategy, planning, implementation services.	and reporting for	the digital media	a programs to	promote our
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service     a. Responsive			<b></b>	П
b. Accuracy		H	7	Ħ
c. Deliverables			<b>✓</b>	
2. Vendor's Organization:	П		7	П
a. Staff expertise     b. Professionalism	H	H	7	百
c. Turnover	Ħ	H	7	Ħ
o. ramovor			( <del>V</del> )	
2 Timeliness of				
Timeliness of:     Project			<b>V</b>	
Timeliness of:     a. Project     b. Deliverables			<b>✓</b>	
a. Project			<ul><li>✓</li><li>✓</li></ul>	
<ul><li>a. Project</li><li>b. Deliverables</li><li>4. Project completed within budget</li><li>5. Cooperation with:</li></ul>			\ \ \ \	
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> </ul>				
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> </ul>				
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> </ul>				
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> </ul>				
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with: <ul> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> <li>c. Regulatory Agency(ies)</li> </ul> </li> </ul>				
a. Project b. Deliverables  4. Project completed within budget  5. Cooperation with:     a. Your Firm     b. Subcontractor(s)/Subconsultant(s)     c. Regulatory Agency(ies)  Additional Comments: (provide on additional sheet if needed)  Very good strategic partner.  ***THIS SECTION  ****THIS SECTION  ***THIS SECTION  ****THIS SECTION  ***THIS SECTION  ****THIS SECTION  ***THIS SECTION  ****THIS SECTION  ***THIS	ON FOR COUNTY US	GE ONLY***		



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agend	cy Services			
Reference for: Modop, LLC	AND THE PROPERTY OF THE PROPER			THE RESERVE OF THE PARTY OF THE
Organization/Firm Name providing reference:			4: 30 km 19:30	
New York Public Radio				
Contact Name: Theodora Kuslan Ti	tle: Sr Dir Mark	eting Ref	erence date:	3/19/2019
Contact Email: tkuslan@nypublicradio.org		Co	ntact Phone: 6	646-829-4336
Name of Referenced Project: Various adverti	sing, branding	and production	on projects fo	r New York Public
Contract No. Date Services	Provided:		Project Ar	nount:
NA 1/1/13	to Preser	nt	\$ 150,000	.00
Vendor's role in Project:   ✓ Prime Vendor	Subconsultant/S	ubcontractor		X
Would you use this vendor again? Yes	□No If No	o, please spec	fy in Additiona	l Comments (below).
Description of services provided by Vendor:				
Multiple bi-annual brand OOH and digital advertising camp production on multiple promotional videos and sizzle reels	paigns since 2011 fo for sales, marketing	r WNYC (news), and galas; nami	WQXR (classical ng, identities/bran	music); plus filming and ding and strategy
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive     b. Accuracy	H	H	<u> </u>	H
c. Deliverables	Ħ	H	7	H
2. Vendor's Organization:				
a. Staff expertise	님		N.	H
b. Professionalism	H		X	H
c. Turnover			V	
3. Timeliness of:			J	
a. Project b. Deliverables	Ħ	Ħ	₹ 	H
4. Project completed within budget				
			<b>V</b>	
Cooperation with:     a. Your Firm			7	
b. Subcontractor(s)/Subconsultant(s)	Ħ	H	H	7
c. Regulatory Agency(ies)				Ž
Additional Comments: (provide on additional sheet if needed)  ModOp has been our agency of record at New York Public Radio since 2011. They have created many extraordinary ad campaigns.	for us for brands as different as our public rad	lio news station, WNYC, and our classi	cal music station, WQXR campaigns	that have been powerful, compelling,
imaginative, creative, unaspected and delightful. Their work has helped reposition our brands as treath, relevant and dynamic. And si diverse and more reflective of our city and nation. Our beforealther research has shown that awareness, possible perception and the statement of	noe the inception of the out-of-home and digit at to listen have increased among New Yorke ION FOR COUNTY US		dOp, our listening audience has consister example. As a full-production agenc	zentry grown - and has become younger, more y, ModOp has also worked with its on many
Verified via: VERBAL Verified by: By b	DeMutt	Division:	SPILLE	Date: 5/9/19
TOTAL VERILLE		Division. C	V V	Julio

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code.

Emailed 5/9/19

ModOp has been our agency of record at New York Public Radio since 2011. They have created many extraordinary ad campaigns for us for brands as different as our public radio news station, WNYC, and our classical music station, WQXR -- campaigns that have been powerful, compelling, imaginative, creative, unexpected and delightful. Their work has helped reposition our brands as fresh, relevant and dynamic. And since the inception of the out-of-home and digital campaigns we been running with ModOp, our listening audience has consistently grown - and has become younger, more diverse and more reflective of our city and nation. Our before/after research has shown that awareness, positive perception and intent to listen have increased among New Yorkers following our campaigns for WNYC, for example. As a full-production agency, ModOp has also worked with us on many wonderful promotional videos that help tell our brand stories, whether at a sales conference or a gala and they are brilliant at shooting and editing these vital pieces. Their professionalism in producing anything from video, to photo shoots, to animations, to websites, to sales materials is unparalleled - I always know they are going to have every detail taken care of on shoot days and in post-production. They have produced digital-only campaigns and we have worked with their digital agency to run highly effective on-line and social campaigns for our podcast portfolio and classical music brands. ModOp has also supported us in naming, strategy and branding/logo design for key projects. All of the positive results we have had working with ModOp are made more wonderful by the fact that the ModOp team are tremendous partners to work with. Unlike many agencies, they work in a very collaborative way with me and the marketing team to achieve creative outcomes that help us reach our goals. They are absolutely tops in presenting to our senior management team and CEO to get their feedback and buy-in to the creative work. They listen. They are highly responsive to any of our feedback. And they invariably deliver on time, in spec and on budget. Over the years, my day-to-day producer contact has changed a few times - but they have unfailingly been the most knowledgeable, caring, can-do professionals that you could work with and the creative team has been consistently brilliant and resourceful. I can't recommend the ModOp agency highly enough.



Broward County Solicitation No. and Title:	2 .					
GEN2116476P1, Advertising Agend	cy Services		Without Highlian to	1-15-0175-1-15-1-24-1-XII-1-33-1-115-1		
Reference for: ModOp						
Organization/Firm Name providing reference:						
Texas Instruments						
	tle: VP, Dema			03/19/2019		
Contact Email: dyoungblood@ti.com		Con	tact Phone: ∠	1695831723		
Name of Referenced Project: Media Manage	ment		Vacuum and a second			
Contract No. Date Services Provided: Project Amount:						
02/17/2009	to 03/19/	2019				
Vendor's role in Project:   ✓ Prime Vendor	Subconsultant/S	ubcontractor				
Would you use this vendor again?  Yes	□No If No	o, please specif	y in Additiona	I Comments (below).		
Description of services provided by Vendor:						
Media management of all paid media progra	ams worldwide					
		Car APPEN	_	44.0		
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable		
Vendor's Quality of Service	П		[7]			
<ul><li>a. Responsive</li><li>b. Accuracy</li></ul>	H	님	H	님		
c. Deliverables	H		H			
	L-J	LJ.				
Vendor's Organization:     Staff expertise			<b>V</b>			
a. Staff expertise     b. Professionalism	Ħ	闩	7	П		
c. Turnover	Ħ	H	7			
			1			
3. Timeliness of:						
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	Ħ	一	Ž	H		
		_				
Project completed within budget			$\checkmark$			
5. Cooperation with:						
a. Your Firm		닏	$\overline{\mathbf{A}}$			
<ul><li>b. Subcontractor(s)/Subconsultant(s)</li><li>c. Regulatory Agency(ies)</li></ul>						
c. Regulatory Agency (les)						
Additional Comments: (provide on additional sheet if needed)						
Excellent partner. Have won the Supplier excellent	ce award from TI	four times.				
	TON FOR COUNTY US					
Verified via:EMAILVERBAL Verified by:	DeMitt	Division:	nus	Date: 5919		
All information provided to Broward County is subject to verification. Vendor acknowle	edges that inaccurate, untruth	ful, or incorrect statements	made in support of this	s response may be used by the		

County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code.



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agen	cy Services			
Reference for: Nobox Marketing LLC		***************************************		
Organization/Firm Name providing reference:				
Sony Interactive Entertainment LLC				
Contact Name: Jaime Casis T	itle: Sr. Region	al Manag Refe	rence date:	03/06/2018
Contact Email: jaime.casis@sony.com		Con	tact Phone:	<del>5-11-1</del>
Name of Referenced Project: UCL Promo Ac	tivation 2018		-	THE CRITICAL PROPERTY OF THE CONTRACT OF THE CRITICAL PROPERTY OF THE C
Contract No. Date Services	Provided:		Project A	mount:
N/A 12/01/2017	to 06/30/	2018	\$ 120,000	.00
Vendor's role in Project:   ✓ Prime Vendor	Subconsultant/S	Subcontractor	100000000000000000000000000000000000000	
Would you use this vendor again? Yes	No If No	o, please specif	y in Additiona	al Comments (below).
Description of services provided by Vendor:	( <del>1 - 1 - 1</del> )			
Strategy, Conceptualization, Execution, Log	istics, Brand Su	ipport, Design	, Copywrittii	ng, Community
Managment, Reporting, B2B support, Webs	ite Developmer			
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service	<u> </u>		[7]	
a. Responsive     b. Accuracy	H	H		H
c. Deliverables	H	H	<b> </b>	Η
2. Vendor's Organization:	<b>—</b>	Ш		
a. Staff expertise			<b>✓</b>	
b. Professionalism			<b>✓</b>	
c. Turnover			<b>✓</b>	
3. Timeliness of:				
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	H	H		H
		_	_	
Project completed within budget			<b>√</b>	
Cooperation with:     a. Your Firm				. 🖂
b. Subcontractor(s)/Subconsultant(s)	H	片		닐
c. Regulatory Agency(ies)	H	$\vdash$		
			V	
Additional Comments: (provide on additional sheet if needed)				
WITHO OF OT	ION FOR COUNTY !	25 ONII V***		
/	ION FOR COUNTY US		Ca - 10	11115
Verified via:EMAILVERBAL Verified by:		Division:	XCUD_	Date: 51015

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2 out to be used by the support of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 24.

Procurement Code.



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agend	cy Services			
Reference for: Nobox Marketing LLC				
Organization/Firm Name providing reference:				
PepsiCo				
	itle: Brand Mar	nager Refe	rence date:	3/06/19
Contact Email: tiago.pinto@pepsico.com	· · · · · · · · · · · · · · · · · · ·	Con	tact Phone:	***************************************
Name of Referenced Project: Digital - Social	Agency			<del></del>
Contract No. Date Services	Provided:		Project A	mount:
N/A 1/01/2018	to 1/01/2	019	160,000.0	00
Vendor's role in Project: Prime Vendor	Subconsultant/S	Subcontractor	10 - 11	
Would you use this vendor again? Yes	□No If No	o, please specif	v in Additiona	al Comments (below).
Description of services provided by Vendor:		э, россоо оросо.	y mrr taaniorn	ar comments (below).
- see provided by verider.				
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service		[-]		
<ul><li>a. Responsive</li><li>b. Accuracy</li></ul>	H			H
c. Deliverables	H	님		H
2. Vendor's Organization:		LI		
a. Staff expertise			~	
b. Professionalism			~	
c. Turnover			~	
3. Timeliness of:		[]		
a. Project	님	Ц	~	Ц
b. Deliverables	Ц			
4. Project completed within budget			~	
5. Cooperation with:				
a. Your Firm			V	
b. Subcontractor(s)/Subconsultant(s)			V	
c. Regulatory Agency(ies)			V	-
Additional Comments: (provide on additional sheet if needed)				
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/erified via: ✓EMAILVERBAL Verified by: ⅓ω h	varion	Division: <u>G</u>	nub	Date: 5 1111

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/25000 gs a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 23

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Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agend	cy Services			
Reference for: Nobox Marketing LLC	1			30000
Organization/Firm Name providing reference:		Tests		
MARRIOTT International				
	tle: Brand Mai	nager R	eference date:	3/06/19
Contact Email: norma.a.graham@marriott.c		(	Contact Phone:	
Name of Referenced Project: Digital - Social	Agency			
Contract No. Date Services	Provided:	The Asian	Project Ar	nount:
N/A 1/01/2018	to 1/01/2	019	\$1,300,00	0.00
Vendor's role in Project:   ✓ Prime Vendor	Subconsultant/S	Subcontracto	r	
Would you use this vendor again? Yes	□No If No	o, please spe	ecify in Additiona	Comments (below)
Description of services provided by Vendor:		3.5	•	,
,				
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
<ul><li>a. Responsive</li><li>b. Accuracy</li></ul>	H	H		님
c. Deliverables	H			H
Vendor's Organization:     Stoff exporting			V	П
a. Staff expertise     b. Professionalism	Ħ.	H		Ħ
c. Turnover	Ħ	H		H
	ш			الشا
3. Timeliness of:				
<ul><li>a. Project</li><li>b. Deliverables</li></ul>	H	님		
b. Deliverables				
4. Project completed within budget			V	
5. Cooperation with:	DOMESTIC STATE OF THE PARTY OF	-		
a. Your Firm			~	
b. Subcontractor(s)/Subconsultant(s)			~	
c. Regulatory Agency(ies)			V	<b>→</b>
dditional Comments: (provide on additional sheet if needed)				
***THIS SECT	ION FOR COUNTY US		150_ <b>2</b> 07	11
erified via:VEMAILVERBAL Verified by: David	Hellott	Division	Grus	Date: 5 115
information provided to Broward County is subject to verification. Vendor acknowle	dges that inaccurate, untruth	ful, or incorrect statem	ents made in support of this	response may be used by the

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2 County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 22.

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Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Pace Communications Group, Inc. Organization/Firm Name providing reference: Boca Raton Regional Hospital Contact Name: Tom Chakurda Title: VP Marketing Reference date: 12/14/2019 Contact Email: tchakurda@brrh.com Contact Phone: 561-955-3586 Name of Referenced Project: Boca Raton Regional Hospital Advertising Campaigns Contract No. Date Services Provided: Project Amount: 10/30/2010 to 02/14/2019 Vendor's role in Project: ✓ Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? If No, please specify in Additional Comments (below). No Description of services provided by Vendor: Media Buying Services Please rate your experience with the Needs Satisfactory Excellent Not **Applicable** Improvement referenced Vendor: 1. Vendor's Quality of Service Responsive b. Accuracy c. Deliverables Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover 3. Timeliness of: a. Project b. Deliverables Project completed within budget Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) Superb service, attention to detail, ability to secure added value. Recommend without hesitation. \*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\* Verified by: ∫

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2 County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 22



Reference for: Pace Communications Group,	Inc.		A CONTRACTOR OF THE CONTRACTOR	Vicensial Control
Organization/Firm Name providing reference:		<del></del>		S CONTRACTOR CONTRACTO
Boca Raton Airport Authority				
Contact Name: Clara Bennett Ti	tle: Executive	Director	Reference date:	02/20/2019
Contact Email: clara@bocaairport.com	1000	*)	Contact Phone:	561-391-2202
Name of Referenced Project: Marketing Serv	ices	102.25.00		
Contract No. Date Services	Provided:	2100	Project A	mount:
06/28/2018	to 06/28/	2021	\$ 62,400.0	00
Vendor's role in Project: ✓ Prime Vendor □	Subconsultant/S	Subcontract	or	
Would you use this vendor again?  Yes	□No If N	o, please s	pecify in Additiona	al Comments (below).
Description of services provided by Vendor:				
On-call marketing services including graphic design	n, event manager	ment, social	media manageme	nt, video production.
Please rate your experience with the	Needs	Satisfacto	ry Excellent	Not
referenced Vendor:	Improvement	Datisiacto	ry Excellent	Applicable
Vendor's Quality of Service				
a. Responsive		닐	Ň	
b. Accuracy c. Deliverables			씱	
Service and Control of the Control o			<b>V</b>	
Vendor's Organization:     Staff association:	П.		[7]	
a. Staff expertise     b. Professionalism	Ħ	H		Ħ
c. Turnover	Ħ	片	H	Ħ
		V		
3. Timeliness of:	г			
a. Project	日		V	
			<b>✓</b>	
a. Project			\ \ \	
<ul><li>a. Project</li><li>b. Deliverables</li><li>4. Project completed within budget</li><li>5. Cooperation with:</li></ul>			\ \ \	
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> </ul>			V V	
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> </ul>				
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with:</li> <li>a. Your Firm</li> </ul>				
<ul> <li>a. Project</li> <li>b. Deliverables</li> <li>4. Project completed within budget</li> <li>5. Cooperation with: <ul> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> <li>c. Regulatory Agency(ies)</li> </ul> </li> </ul>				
a. Project b. Deliverables  4. Project completed within budget  5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies)  additional Comments: (provide on additional sheet if needed)				
a. Project b. Deliverables  4. Project completed within budget  5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies)  additional Comments: (provide on additional sheet if needed)	ON FOR COUNTY US		on: GAMB	



PAI		Advertising Agend					
	1 400 0	ommunications Group, e providing reference:	Inc.			ente oscitivi en ente este esti este est	
Oig.							
_	Broward Co						
		nicla circoneiti		or Refe	erence date:	954-201-	
	ntact Email: dc	irans@ browa	rd.edu	Cor	ntact Phone:	954-201-	1508
		oject: Ihurrand M	arkering				
Cor	ntract No.	Date Services	Provided: V	SOM 18 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Project A	mount:	TO SECURITION OF
		2016	to 2018		900	,000	
Vend	lor's role in Project:	Prime Vendor	Subconsultant/S	ubcontractor			
Wou	ld you use this vendo	or again? Yes	No If No	, please specif	y in Additiona	l Comments (belo	w).
Desc	ription of services	provided by Vendor:					
		2					
	ase rate your exper renced Vendor:	ience with the	Needs Improvement	Satisfactory	Excellent	Not Applicable	
*****	Vendor's Quality of	f Service			_/		*
	a. Responsive				14		
	<ul><li>b. Accuracy</li><li>c. Deliverables</li></ul>		H		H	<b>4</b>	
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2.	Vendor's Organiza a. Staff expertis				W		
	b. Professionalis			Ħ	पि		
	c. Turnover						
3.	Timeliness of:		-	Name of the last o		F.	
	a. Project	÷			4		
	b. Deliverables				لحا		
4.	Project completed	within budget					
5.	Cooperation with:		1000				
	a. Your Firm						
	<ul> <li>b. Subcontractor</li> <li>c. Regulatory Ag</li> </ul>	r(s)/Subconsultant(s)					
	c. Regulatory A	Jericy(ies)				$\square$	
idditlo We	nal Comments: (provide or have worked	additional sheet if needed) With Pack for	r the last	byears,	we his	nly	
	annual their	Services.		E ONI VAN			
ne	ommed it will	***THIS SECTION	ON FOR COUNTY US	E ONLY		1/27	
PL C		1 1	0 11	Division: 6	RUB	Date: 5   5   15	<del>2</del> 0

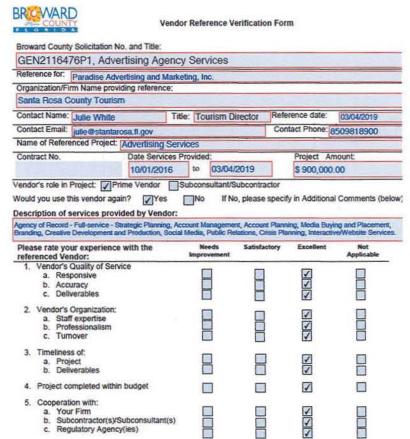
# References

Organization / Length of Relationship	Naples, Marco Island, Everglades CVB / 17 years
a. Project Manager / Key Team	Amber DeLisser / Barbara Karasek, Rudy Webb, Tom Merrick Glenn Bowman, Cyndy Murrieta, Caspar Blattman, Dylan Madigar Audrey Clifford, Jennifer Adams, Kalen Mickey, Laquita Stephens, Julia Cummings, Beth Williams, Doreen Morris
i. Minority Demographic Markets	US Domestic, African American, LGBT+, Latino
II. Account Processes	Multi-year contract, agency fee + production (hourly), billed monthl regular account meetings (weekly, monthly) in-person and via conference call
iii. Integrated Services Provided	Strategic Planning, Account Management, Creative Development and Production, Media Planning and Buying, Digital Ad Ops/ Serving, Social Media, Crisis Communication
iv. Examples	Please see creative examples in previous section

GE	N21	16476P1, Adve	ertising Agenc	Services			
Refe	rence	for: Paradise Adv	ertising and Marke	ting, Inc.			
Orga	nizati	on/Firm Name prov	iding reference:				
Nap	les, N	Marco Island, and	the Everglades C	CVB - Collier C	ounty		
Cont	act N	ame: Jack Wert	Tit	e: Executive	Director Refe	rence date:	03/04/2019
Con	act Er	nail: jack.wert@co	olliercountyff.gov		Con	tact Phone: 2	394041682
Nam	e of R	eferenced Project:	Advertising Serv	rices			
	ract N		Date Services F			Project Am	ount
			04/01/2002	to 03/04/	2019	\$5,500,00	0.00
lace	ment,	Branding, Creative D	evelopment and Pro	duction, Social N	ledia, Crisis Plan	nning, Interactiv	e/Website Serv
	se ra	e your experience		Needs	Satisfactory	Excellent	Not
refe	se ra	e your experience d Vendor:	with the	Needs Improvement	Satisfactory	Excellent	Not Applicable
refe	se ratence Venda	e your experience d Vendor: lor's Quality of Sen Responsive	with the		Satisfactory	<b>V</b>	
refe	se rar rence Veno a. b.	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy	with the		Satisfactory	Excellent	
refe 1.	vence Vence a. b. c.	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy Deliverables	with the		Satisfactory	<b>V</b>	
refe 1.	vence Vence b. c.	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy Deliverables lor's Organization:	with the		Satisfactory	NNN	
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refe 1.	vence Vence b. c.	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy Deliverables lor's Organization: Staff expertise	with the		Satisfactory	<b>V</b>	
1.	vence Vence b. c. Vence a. b. c.	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy Deliverables lor's Organization: Staff expertise Professionalism	with the		Satisfactory	NNN	
1.	se rarence Venc a. b. c. Venc a. b. c. Time	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy Deliverables lor's Organization: Staff expertise Professionalism Turnover liliness of: Project	with the		Satisfactory	NNN	
1.	se rarence Venc a. b. c. Venc a. b. c. Time	le your experience d Vendor: lor's Quality of Sen Responsive Accuracy Deliverables lor's Organization: Staff expertise Professionalism Turnover liness of:	with the		Satisfactory	NNN	
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1. 2. 3.	vence Vence a. b. c. Vence a. b. c. Time a. b. Proje	le your experience d Vendor: Or's Quality of Sen Responsive Accuracy Deliverables dor's Organization: Staff expertise Professionalism Turnover Illness of: Project Deliverables ect completed within peration with:	with the		Satisfactory		
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# References

Organization / Length of Relationship	Santa Rosa County   Navarre Beach / 3 years
a. Project Manager / Key Team	Taylor Smith / Barbara Karasek, Rudy Webb, Tom Merrick, Glenn Bowman, Cyndy Murrieta, Kristen Murphy, Jenny Marshall, Caspar Blattman, Dylan Madigan, Audrey Clifford, Laquita Stephens, Beth Williams, Doreen Morris
i. Minority Demographic Markets	US Domestic, African American
ii. Account Processes	Multi-year contract, agency fee + production (hourly), billed monthly regular account meetings (weekly, monthly) in-person and via conference call
iii. Integrated Services Provided	Strategic Planning, Account Management, Creative Development and Production, Media Planning and Buying, Digital Ad Ops/ Serving, Social Media, Public Relations, Crisis Communication
iv. Examples	Please see creative examples in previous section



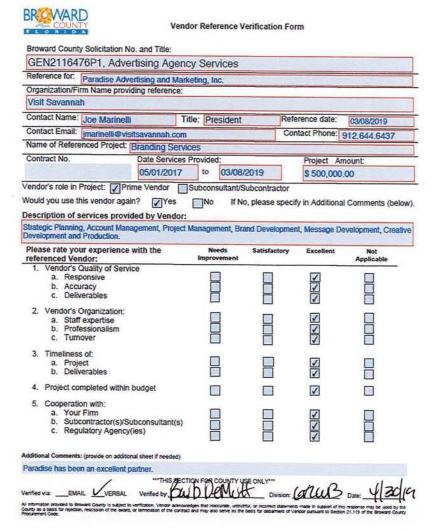
PARADISE

a. Your Firm

b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) I would highly recommend Paradise.

# References

Organization / Length of Relationship	Visit Savannah / 1 yr
a. Project Manager / Key Team	Rudy Webb / Barbara Karasek, Tony Karasek, Tom Merrick, Glenn Bowman, Caspar Blattman, Dylan Madigan, Beth Williams, Doreen Morris
i. Minority Demographic Markets	US Domestic, African American
ii. Account Processes	Project Contract, production (hourly), billed monthly, regular account meetings as needed in-person and via conference call
iii. Integrated Services Provided	Strategic Planning, Account Management, Project Management, Brand Development, Message Development, Creative Development and Production
iv. Examples	Please see creative examples in previous section



PARADISE





Heterence for: PPK					
Organization/Firm Name providing refer	ence:				
Visit Tampa Bay					
Contact Name: Patrick Harrison	Title: CMO	Re	eference date:	03/07/2019	
Contact Fmail:  pharrison@visittampa	bay.com	C	ontact Phone:		
Name of Referenced Project: Full-Serv	ice Agency of Recor	4			23
Contract No. Date St	prvices Provided:		Project Ar	rount	
10/01/3	2014 to //31/2	2017	12,000,000		
endor's role in Project. 📝 Prime Vend	or Subcorsultant/	Subcontractor	TANKS TO SAME		
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escription of services provided by V					
ull-Service: Traditional Media Planni		Andia Olamai	na 0 Danina (	Sandina Otraham	0
evelopment, Production, Social Med	ia Content, and Cam	paign Repor	ing & buying, c	neative Strateg	y o
Please rate your experience with the	Neecs	Satisfactory	The second second	Not	
referenced Vendor:	Improvement			Applicable	
Vendor's Quality of Service	(Fig.		[7]		
a Responsive b. Accuracy			<b>V</b>		
c. Deliverables					
			(A)		
Vendor's Organization     a Staff expertise			1		
h Professionalism			1		
c. Turnover			1		
3. Timelness of:		4	0		
a. Project		(100)	$\checkmark$		
b Deliverables	(TTC)		$\checkmark$	911	
4. Project completed within budget					
5. Cooperation with:					
a. Your Firm			1		
b Subcontractor(s)/Subconsult;	ant(s)	400	1		
c. Regulatory Agency(ies)	(e. ))			$\checkmark$	
ditional Comments: (provide on additional sheer if no	a de ado				
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	IIA AFATIAN PAR ASIN T	000 0411 11111			
	HIS SECTION FOR COUNTY U	125 ONLY	MILLE	10/10	,
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ffice via:EMALVERBAL Verified by	1				ne e
efficial via:EMALVERBAL Verified by  Information provides to Browning County is awayed to vertication via  any so a help for physical matricion of the warm or behavior or	1	ntil, or incorrect statem have the debanners of	into made in support of the Venicon pursuant to Remove	s response may be used by the 131 119 of the Removal Count	12
ffice via:EMALVERBAL Verified by	1	intal, or incurred statement of	ens made in support of the Menotor purposer to Remove	s response may be used by the 131-19 of the Remarks Count	ty

3/21/2019





1.00	erence	e for: PPK, Inc	National Property of					
Org	aniza	tion/Firm Name provi	ding reference:					
		ottery						
		lame: Amber Seale	Ti	tle: Chief of B			March 11, 2019	
	itact E	Section (Carriette	ottery.com		Cor	ntact Phone: (	850) 404-6648	
Nan	ne of	Referenced Project:	General Market	Advertising &	Related Com	modities and	Services	
	tract	No.	Date Services	Provided:	G/.	Project An	nount:	
2579	1046		9/26/16	to preser	nt	180,000,00	00	
/end	lor's r	ole in Project: Pri	me Vendor	Subconsultant/S	Subcontractor			
Noul	d you	use this vendor agai	n? Yes	No If No	o, please specif	y in Additiona	Comments (below)	).
		n of services provid	Administration and the extreme party for					
		ce: Traditional Med						
	7	ment, Production, te your experience		ontent, and Ca Needs	mpaign Report Satisfactory	rting/Evaluati Excellent	on. 🔛	
	rence	d Vendor:	20.000.000	Improvement	autainotoi y	massilein.	Applicable	
1.		dor's Quality of Servi Responsive	ce		EN.	7		
	b.	Accuracy				7		
	C.	Deliverables						
2.		dor's Organization:						
		Staff expertise Professionalism				Ž		
		Turnover				7		
3.	Time	eliness of:				100000	75 <u>-17</u> 8	
		Project				V		
	D.	Deliverables				1		
4.	Proje	ect completed within	budget			<b>V</b>		
5.	A COLUMN TOWNS	peration with:					_	
		Your Firm Subcontractor(s)/Su	iheangultantie)					
		Regulatory Agency(				<u> </u>		
						<b>✓</b>		
dditio	nal Cor	nments: (provide on addition	nal sheet if needed)					
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3/21/2019

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Reference for: PPK		y Services			
Organization/Firm Name provid	na reference:				
LEGOLAND Florida Resort					
Contact Name: Ashley Thoma	s Tit	le Head of M	arketing  F	Reference date:	02/28/2019
Contact Email Ashley Thomas		1100000111		Contact Phone: 8	The state of the s
Name of Referenced Project: 2		mpaign			
Contract No.	Date Services F			Project An	nount:
	01/01/2018	to 12/31/	2018	The Many	
endor's role in Project: Prin	e Vendor 📑	Subconsultant/S	ubcontracto	or	-
ould you use this vendor again		□No If No	o, please sp	ecify in Additional	Comments (be
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radiionai/Digital Media Fiam	mig & Daying,	Au Tiuc Gleati	ve del vice	ar roducijon i re	ojecis
Please rate your experience w	ith the	Needs Improvement	Satisfactor	y Excellent	Not Applicable
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<ul> <li>b. Accuracy</li> <li>c. Deliverables</li> </ul>				V	
				<u> </u>	
<ol><li>Vendor's Organization:</li></ol>		A	-		
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Staff expertise     Professionalism				<b>✓</b>	
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UMTZ 5/3/19 /pm



Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Relebrand Organization/Firm Name providing reference: **Barry University** Contact Name: Michel Sily Reference date: Title: AVP Marketing 02/26/2019 Contact Email: msily@barry.edu Contact Phone: (305) 216-5453 Name of Referenced Project: Marketing Agency Contract No. Date Services Provided: Project Amount: 07/03/2013 to Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? If No, please specify in Additional Comments (below). No Description of services provided by Vendor: Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel Needs Please rate your experience with the Satisfactory Excellent Not Improvement Applicable referenced Vendor: Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover 3. Timeliness of: a. Project b. Deliverables 4. Project completed within budget 5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) What impresses me about Relebrand is that through the years they've always behaved as true partners becoming an extension of our marketing team and always driven to provide value and help us meet our goals and objectives. All the time making sure that our projects are on budget and on time. And when there are challenges, they're the first ones to be part of the solution to help us meet and solve the challenge. \*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\* Verified by: Bub DeMatt

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/260414 as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County production of the contract and may also serve as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the basis for debarment contract and may be served as the



Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Relebrand Organization/Firm Name providing reference: New Smyrna Beach Area Visitor Bureau Contact Name: Debbie Meihls Reference date: Title: Executive Director 02/26/2019 Contact Email: debbie@visitnsbfla.com Contact Phone: (386) 428-1600 Name of Referenced Project: Marketing Agency Contract No. Date Services Provided: Project Amount: to 10/01/2016 Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? No If No, please specify in Additional Comments (below). Description of services provided by Vendor: Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel Please rate your experience with the Needs Satisfactory Excellent Not Improvement **Applicable** referenced Vendor: 1. Vendor's Quality of Service Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover 3. Timeliness of: a. Project b. Deliverables Project completed within budget Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed)

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/2 roughly as a basis for rejection, rescission of the award, or termination of the contract and may also save as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 23

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\*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\*



Broward County Solicitation No. and Title:					
GEN2116476P1, Advertising Agen	cy Services				
Reference for: Relebrand					
Organization/Firm Name providing reference:					
Greater Miami Convention & Visitor Burea	u				
	itle: COO		rence date:	02/26/2019	
Contact Email: rolando@gmcvb.com		Con	tact Phone: (	305) 539-3090	
Name of Referenced Project: Marketing Age	ncy				
Contract No. Date Services	Provided:		Project Ar	nount:	
10/01/1993	to				
Vendor's role in Project:   ✓ Prime Vendor	Subconsultant/S	ubcontractor			
Would you use this vendor again? Yes	□No If No	, please specify	y in Additiona	I Comments (below).	
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Through the years they have provided, brand development, production services, media planning/buying (traditional/digit	strategic planning, re al/social), co-op progr	search, advertising rams, promotions, c	campaigns, mai crisis manageme	rketing materials, nt, marketing counsel	
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable	
Vendor's Quality of Service     a. Responsive     b. Accuracy     c. Deliverables			<b>✓</b> <b>✓</b>		
<ul><li>Vendor's Organization:</li><li>a. Staff expertise</li><li>b. Professionalism</li><li>c. Turnover</li></ul>			<b>✓</b>		
<ul><li>3. Timeliness of:</li><li>a. Project</li><li>b. Deliverables</li></ul>			<b>✓</b>		
4. Project completed within budget			$\checkmark$		
<ul> <li>5. Cooperation with:</li> <li>a. Your Firm</li> <li>b. Subcontractor(s)/Subconsultant(s)</li> <li>c. Regulatory Agency(ies)</li> </ul>			<b>✓ ✓</b>		
Additional Comments: (provide on additional sheet if needed)					
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Verified via:EMAILVERBAL Verified by: Day	o remott	Division: _&	ALLUB	Date: 5/1/7	

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the 3/250 years a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County 21.

LMT 5/3/19 1:300M

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Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Relebrand Organization/Firm Name providing reference: Meet Puerto Rico [former client, company no longer exists] Contact Name: Milton Segarra Title: CEO, Visit Mississia Reference date: 02/26/2019 Contact Email: milton@gulfcoast.org Contact Phone: (228) 896-6699 Name of Referenced Project: Marketing Agency Contract No. Date Services Provided: Project Amount: 10/01/2013 to 09/30/2018 Vendor's role in Project: ✓ Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? No If No, please specify in Additional Comments (below). Description of services provided by Vendor: Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel Please rate your experience with the Needs Satisfactory Excellent Not Applicable Improvement referenced Vendor: 1. Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover 3. Timeliness of: a. Project b. Deliverables Project completed within budget Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) I was President & CEO of Meet Puerto Rico until the first quarter of 2018. I'm currently CEO at Visit Mississippi Gulf Coast, \*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\* Verified by: Balb Day Verified via: \_\_VEMAIL VERBAL Division: CRUS All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the Government of vendor pursuant to Section 21.119 of the Broward County 22.

Dark.		16476P1, Advertising A	gency Services			
		for: Starmark	301-be			
		ion/Firm Name providing referent Worldwide Marketing	nce:			
Con	tact N	ame: Kelly Poling	Title: Sr. VP Ma	arketing Refe	erence date:	03/06/2019
Con	tact E	mail: kpoling@karismahotels.c	com	Cor	ntact Phone: 7	03-863-9111
Nam	ne of f	Referenced Project: Creative A	agency of Record fo	or portfolio of b	rands	
	tract 1		vices Provided:		Project An	nount:
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Starma	rk has	served as our creative agency of record for guest research, brand and creative strateg	multiple hotel brands, inclu	iding Azul Beach Res	sorts. Nickelorlenn	and Margaritaville Their
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		for: Starmark	3 - 3 - 1	,			
Orga	anizat	ion/Firm Name pro					
Con	tact N	ame: Crystal O'l	lea 1	Title: SENIOR D	IRECTO Refe	erence date:	02/28/2019
			ea@seaworld.com				07.226.5543
Nam	ne of I	Referenced Projec	t: Brand Roadm	an .		4	07.220.5543
	tract I		Date Services 11/15/2018		2019	Project An	nount:
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VisitOrlando >



3/21/2019

Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Starmark Organization/Firm Name providing reference: Kaplan University		
Reference for: Starmark Organization/Firm Name providing reference:		
Organization/Firm Name providing reference:		
Kaplan University		
Contact Name: Sharon O'Donnell Title: Former VP of Mark Refe		02/28/2019
Contact Email: sodonnell28@gmail.com Cor	stact Phone: 6	954-790-7385
Name of Referenced Project:  Contract No.  Date Services Provided		
Contract No. Date Services Provided:  N/A 2009 to 2017	Project Ar Confident	
Vendor's role in Project:	Comitoern	irei
Please rate your experience with the referenced Vendor: Improvement Satisfactory	Excellent	Not Applicable
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c. Regulatory Agency(ies)	V	

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Visit Orlando



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Broward County Solicitation No. and Title:	nou Condoos						
GEN2116476P1, Advertising Agency Services  Reference for: 7 inches Agency Agenc							
Organization/Firm Name providing reference							
Visit Virginia Beach (City of VA Beach convention + visitors Bureau)							
Contract Laurer 100011619	Title: Harketing D	HECTU	tact Phone: 1	57-285-10620			
Name of Referenced Project: VBCVBC		and Onder	Evo Evia Co	The second secon			
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tified via:EMAILVERBAL Verified by:		Division:		Date: 211411			
formation provided to Broward County is subject to verification. Vendor acknowled as a basis for rejection, rescission of the award, or termination of the consurement Code.	tract and may also serve as the	e basis for debarment of	Vendor pursuant to Secti	on 21,119 of the Broward County			
Ephaled 4/30/15 5	- MG	delicer	Lote				
	17.160						
1MTZ - 5/5/19	10.11 pr						

## **DeMott, Barbara**

From:

Lauren A. Townsend < ltownsen@visitvirginiabeach.com>

Sent:

Monday, May 13, 2019 4:05 PM

To:

DeMott, Barbara

Subject:

Re: Reference for Zimmerman Agency

**External Email:** Do not reply, click links, or open attachments unless you recognize the sender's **email address** as legitimate and know the content is safe.

Good afternoon Barbara,

Thank you for reaching out to confirm that I had completed the reference for Zimmerman Agency.

As I shared with you on our phone call, I completed the reference for the Zimmerman Agency toward the beginning of the our project-based relationship with their team around the time I went out on extended personal leave. During my absence, the Marketing Communication team and the Director of the Virginia Beach CVB worked closely with the Zimmerman team to bring to life the campaign for which I had initially worked with their agency during the planing phase. Upon my recent return, I was made aware of a number of concerns that would impact how I would have filled out the reference had I known of these matters at the time. If the RFP evaluation committee has any questions or would like to discuss further, I'm happy to make myself available for a phone call at any time.

Thank you again -- have a great afternoon,

# Lauren Townsend

Director of Marketing



direct (757) 385-6620

ph (757) 385-4700 fx (757) 437-4747

Virginia Beach Convention & Visitors Bureau 2101 Parks Avenue, Fifth Floor, Virginia Beach, VA 23451 visitvirginiabeach.com



Refe	rence	for: The Zimmerma	n Agency				
Orga	nizatio	on/Firm Name provide	ding reference:				
Visit	Cent	ral Florida (Polk C	county)				
Cont	act Na	ame: Kris Keprios	Titl	e: Sales and	Markt. Markefe	rence date:	03/10/2019
		nail: kris@visitcentra			Con	tact Phone: 8	63-551-4727
Nam	e of R	eferenced Project:	Agency of Reco	rd			
Cont	ract N	0.	Date Services P	Provided:		Project An	nount:
			09/01/2018	to			
endo	or's ro	le in Project: Pri	me Vendor S	Subconsultant/S	ubcontractor		
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	C.	Turnover				$\checkmark$	
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5.	b. c.		onal sheet if needed)	ION FOR COUNTY U		GUB	1-1



Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for. The Zimmerman Agency Organization/Firm Name providing reference: Florida's Sports Coast Contact Name: Adam Thomas Reference date: Title: Tourism Director 03/20/2019 Contact Phone: 727-514-6574 Contact Email: athomas@fisportscoast.com Name of Referenced Project: Florida Sports Coast Date Services Provided: Contract No. Project Amount: Vendor's role in Project: Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? If No, please specify in Additional Comments (below). Description of services provided by Vendor: Please rate your experience with the Needs Satisfactory Excellent Not Applicable Improvement referenced Vendor: 1. Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism c. Turnover 3. Timeliness of: a. Project b. Deliverables 4. Project completed within budget 5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) \_EMAIL

All information provided to Drowerd County is subject to vestication. Vendo's acknowledges that inaccurate, usuability, or incorrect statements made in support of this response may be used by the 31/20/2015 as basis for rejection, resolation of the sweet, or termination of the contract and may see the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/20/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as the beats for debarment of Vendor pursuant to Section 21.116 of the Broward County 40/2015 as th

# Contracts Central Broward County Purchasing Division

No Vendors Found For Your Search. Try Again

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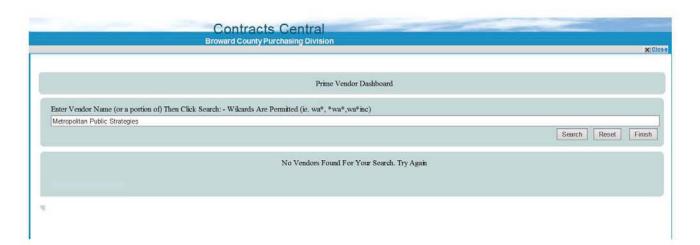


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Prime Vendor Dashbo	ard
Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa*, *wa*,wa*inc)	
	Search Reset Finish
No Vendors Found For Your Sea	rch. Try Again







# Contracts Central Broward County Purchasing Division Prime Vendor Dashboard Enter Vendor Name (or a portion of) Then Click Search: - Wikards Are Permitted (ie. wa\*, \*wa\*, wa\* inc) MMGY Global LLC Search Reset Finish No Vendors Found For Your Search. Try Again

# Contracts Central Broward County Purchasing Division

X Clos

Prime Vendor Dashboar	d
Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa*, *wa*,wa*inc)  [MODOP LLC	
	Search Reset Finish
No Vendors Found For Your Search	h. Try Again

### Prime Vendor Dashboard

Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa\*, \*wa\*,wa\*inc)

Nobox Marketing*			
	Search	Reset	Finish

No Vendors Found For Your Search. Try Again

# Contracts Central Broward County Purchasing Division

X Close

### Prime Vendor Dashboard

Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa\*, \*wa\*,wa\*inc)

Pace Communications

Search Reset Finish

AdvVendName	AdvantagelD	PS VendID	FC	0E	SUB	ADV	PS	Evale	EvalAvg	CBE	SBE
CON-SPACE COMMUNICATIONS	VC0000044584	NO CONVERT	0	0	0	0	0	0	0.00	N	N
PACE COMMUNICATIONS	VC0000005165	NO CONVERT	0	0	0	0	0	0	0.00	N	N

### Prime Vendor Dashboard

Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa\*, \*wa\*,wa\*inc)

Paradise Advertising

Search Reset Finish

d/VendName	AdvantageID	PS VendID	FC	OE	SUB	ADV	PS	Eval#	EvalAvg	CBE	SBE
PARADISE ADVERTISING AND MARKETING INC	VS0000015665	NO CONVERT	0	0	0	0	0	0	0.00	N	N

# Prime Vendor Dashboard Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa\*, \*wa\*,wa\*ine) PP+K Search Reset Finish No Vendors Found For Your Search. Try Again

# Contracts Central Broward County Purchasing Division Prime Vendor Dashboard Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa\*, \*wa\*, inc) RELEVANT BRANDS, INC. Search Reset Finish No Vendors Found For Your Search. Try Again

### Prime Vendor Dashboard - STARMARK INTERNATIONAL

Archived Final/Complete/Renewal Evals All Periodic Evals Finish

<u>View Renewal/Periodic Extended Columns</u> <u>View Question Rating Distribution</u> <u>View Weighted Scores</u>

Proj/Contract/Agreement/WA Legend: Proj Nbr: = Project Number FC Nbr: = Fixed Contract Number OE Nbr: = Open End Contract Number WA Nbr: = Work Authorization Number

Scores Highlighted In Orange Contain Answers Rated 1 and/or 2 <u>Export To Excel</u> Final/Complete/Renewal Vendor Performance Evaluations - Past 5 Years

Proj/Contract/Agreement/WA	Overseeing Div	Evaluation Type	Apprvd Dt	Future	Score		Go
OE Nbr: R1215501P1	GREATER FORT LAUDERDALE CONVENTION & VISTORS BUR	Renewal Service Evaluation	9/24/2018	YES	<u>2.77</u>	<u>View</u>	<u>Docs</u> (0)
OE Nbr: R1215501P1	GREATER FORT LAUDERDALE CONVENTION & VISTORS BUR	Renewal Service Evaluation	12/6/2017	YES	<u>2.81</u>	<u>View</u>	<u>Docs</u> (0)

### Prime Vendor Dashboard

Enter Vendor Name (or a portion of) Then Click Search: - Wilcards Are Permitted (ie. wa\*, \*wa\*,wa\*inc)

Zimmerman agency			
	Search	Reset	Finish

### Prime Vendors Found For Your Search

AdvVendName	AdvantageID	PS VendID	FC	OE	SUB	ADV	PS	Eval#	EvalAvg	CBE	SBE		
ZIMMERMAN AGENCY, THE	VC0000019388	NO CONVERT	0	0	0	0	0	0	0.00	N	N		



## 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**

SIL

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>	Category	Percentage
Fry / Hammond / Barr Inc., dba &BARR (Prime) Three60printing, LLC Tigo, Inc. d/b/a Expose Yourself USA Total	CBE CBE	3.00% 3.00% 6.00%
Contractor's Bid Amount: \$3,690,540.00 CBE Participation Commitment: 6%		
Aqua Marketing & Communications, Inc. (Prime) Graphic Dynamics, Inc.	CBE	6%

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. Blue Hill Press, Inc.  Total	CBE CBE	3,00% 3,00% 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. Graphic Dynamics, Inc. Total	CBE CBE	4% <u>2%</u> 6%
Contractor's Bid Amount: \$8,332,200.00 CBE Participation Commitment: 6%		

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. PL & P Advertising, LLC Total	CBE CBE	4.5% <u>1.5%</u> 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:**

Birdsall, Voss & Associates, Inc. (Prime)

Non-CBE N

None

Contractor's Bid Amount: \$10,499,999.76 CBE Participation Commitment: None

Cactus Communications, Inc. (Prime)

Non-CBE

None

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.

Bid No. GEN2116476P1 - Advertising Agency Services County Business Enterprise (CBE) Evaluation

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



### FINANCE AND ADMINISTRATIVE SERVICES DEPARTMENT

115 S. Andrews Avenue, Room 513 • Fort Lauderdale, Florida 33301 • 954-357-7130 • FAX 954-357-7134 • Email: finance@broward.org

### **MEMORANDUM**

To: Tony Cordo, Project Manager, Convention and Visitors Bureau

Cc: Carolyn Messersmith, Senior Purchasing Agent, Purchasing Division

From: Darren Portner, Investment & Finance Coordinator

Digitally signed by DARREN PORTNER Finance and Administrative Services Department Date: 2019 09 04 08:34:37 -04'00'

Date: August 19, 2019

Re: **GEN2116476P1 – CVB Advertising Agency Services** 

This memorandum provides a review of the financial statements for the respondents of the above referenced RFP.

The RFP specifies that the respondents will provide two years of financial statements. At a minimum, financial statements are generally defined as balance sheets and statements of operations (income statements) and may include tax returns which include this data. This review is not intended to express an opinion on the financial statements, but to determine whether the proposer has met the element of responsibility. Our review is intended to disclose to the committee whether the respondent submitted all of the required financial documents as specified in the RFP and to make the committee aware of any reportable condition and/or apparent issues in the financial statements which would indicate that the firm is not capable of performing the services specified in the RFP.

Reportable conditions include negative equity, net loss in its latest fiscal year and current ratios less than 1.0. The current ratio is calculated by dividing current assets by current liabilities, with a ratio of 1.0 or higher generally indicates a firm can meet its financial obligations in a timely manner. Debt to Equity is a measure of a company's financial leverage calculated by dividing its total liabilities by stockholders' equity. This ratio provides the relative proportion of the firm's equity and debt used to finance assets. A reportable condition is not necessarily indicative of a firm's inability to perform but may be one of many factors the Committee considers in its evaluation.

There were sixteen respondents to the RFP and noted below, for the attention of the committee, is each firm's compliance with providing financial statements along with any reportable conditions:

&Barr, complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017. The financial statements did not break out current liabilities; therefore, the current ratio could not be calculated for either year.

Aqua, complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017 with no reportable conditions.

Birdsall, Voss, & Associates, Inc. D/B/A BVK, complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending October 2017 and 2016 with no reportable conditions.

**Cactus Marketing Communications, Inc,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017 with no reportable conditions.

**Fuseideas,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2017 and 2016 with no reportable conditions.

**Lightship Studios,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017. The financial Information showed a current ratio under 1.0 for both years.

Joint Venture Metropolitan Public Strategies and Spark Branding House.

**Metropolitan Public Strategies, Inc.** complied with the financial requirements of the RFP by providing tax returns for the fiscal years ending December 2017 and 2016.

**Spark Branding House, Inc.** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017. The financial Information for Spark Branding House showed a current ratio under 1.0 for the fiscal year 2017.

**MMGY Global,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2017 and 2016 with a current ratio less than 1.0 for both years.

**ModOp, LLC,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017 with a current ratio less than 1.0 for both years.

**Nobox Marketing,** complied with the financial requirements of the RFP by providing Tax Returns for the years 2017 and 2016 with no reportable conditions.

**Pace Communications Group, Inc.,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2017 and 2016 with a current ratio below 1.0 for both years.

**Paradise Advertising and Marketing, Inc.,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017 with no reportable conditions.

**PP+K,** complied with the financial requirements of the RFP by providing Tax Returns and Balance Sheets for the fiscal years ending December 2017 and 2016 with no reportable conditions.

**Relavant Brands, Inc. DBA Relabrand,** complied with the financial requirements of the RFP providing confidential financial statements for 2018, and tax return for 2017. The Current Ratio was less than 1.0 for both years.

**Starmark,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2017 and 2016 with a current ratio below 1.0 for the most recent year.

**Zimmerman Agency,** complied with the financial requirements of the RFP by providing financial statements for the fiscal years ending December 2018 and 2017 with no reportable conditions.

Attached is a spreadsheet showing selected financial data.

RFP/RLI#:	GEN2116476P1
Title.	CVD Advertising Agency Services
Agency:	Greater Fort Lauderdale Convention and Visitors Bureau
PM:	Tony Cordo
# of Responders:	16
Due Date:	9/4/2019
Initial Evalutaion:	TBD



Responder Name: & Barr Confidentiality Claim: N

Publicly Traded:	N										
										Debt to	
				Net		Current Assets	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) 1	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements	N	38,556,888	231,772	645,387	6,913,841	-	7,863,151	7,217,764	11.18	See memo
FY Ending Dec. 31, 2017	Financial Statements	N	39.804.771	233,939	532.076	9,276,372	-	10.320.410	9.788.334	18.40	See memo

Comment: Current Liabilities were not broken out, so a Current Ratio could not be calculated

Responder Name: Aqua Confidentiality Claim: N Publicly Traded: N

Debt to Equity Ratio Current Ratio **Current Assets** Total Liabilities Net Current (CA/CL)<sup>2</sup> Profit/(Loss) Equity (E) (CA) Liabilities (CL) Total Assets (TA) (TL) (TL/E) 1 **Financials Provided** Audited? Revenue FY Ending Dec. 31, 2018 Financial Statements 1,775,482 102,077 604,670 896,495 300,051 910,760 306,090 0.51 2.99 FY Ending Dec. 31, 2017 Financial Statements 1,838,232 632,707 853,055 294,887 306,910 0.54

Comment:

Responder Name: Birdsall, Voss, & Associates, Inc. D/B/A BVK

Confidentiality Claim: Y
Publicly Traded: N

Debt to **Equity Ratio** Current Ratio **Total Liabilities** Net **Current Assets** Current (CA/CL)<sup>2</sup> Total Assets (TA) Profit/(Loss) (TL/E) 1 Financials Provided Audited? Revenue Equity (E) (CA) Liabilities (CL) (TL) FY Ending Oct. 31, 2017 Financial Statements 13.09 CONFIDENTIAL FY Ending Oct. 31, 2016 Financial Statements

Comment:

Responder Name: Cactus Marketing Communications, Inc.

Confidentiality Claim: N Publicly Traded: N

										Debt to	
				Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements	Υ	6,390,381	604,350	2,334,013	4,047,247	1,829,966	4,171,023	1,837,010	0.79	2.21
FY Ending Dec. 31, 2017	Financial Statements	Υ	7,762,396	802,378	2,060,755	6,320,421	4,376,465	6,453,989	4,393,234	2.13	1.44

Comment:

Responder Name: Fuseideas
Confidentiality Claim: N

Publicly Traded:	N										
										Debt to	
				Net		Current Assets	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) 1	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2017	Financial Statements	N	16,915,512	1,420,620	1,640,821	3,816,844	2,865,026	4,505,847	2,865,026	1.75	1.33
FY Ending Dec. 31, 2016	Financial Statements	N	12.412.687	1.004.007	1,248,746	2,525,611	1,989,272	3,238,018	1,989,272	1.59	1.27

Comment:

Responder Name: Lightship Studios

Confidentiality Claim: N Publicly Traded: N

										Debt to	
				Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements		228,625	41,507	88,333	10,491	(58,255)	30,078	(58,255)	(0.66)	(0.18)
FY Ending Dec. 31, 2017	Financial Statements		119,677	(17,850)	(14,345)	16,933	53,484	39,139	53,484	(3.73)	0.32

Comment: Current Ratio is below 1 for 2017

Responder Name: Metropolitan Public Strategies, Inc Confidentiality Claim: Y Publicly Traded: N

	. abiitiy iraacai											
											Debt to	
					Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
		Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
ĺ	FY Ending Dec. 31, 2017	Tax Return	N				CONFIDENTIA	vi			1.54	1.62
	FY Ending Dec. 31, 2016	Tax Return	N				CONFIDENTIA	AL.			0.02	>1

Comment:

Responder Name: Spark Branding House, Inc.

Confidentiality Claim: Y

rublicly fraueu.	14										
										Debt to	
				Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	<b>Current Ratio</b>
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) 1	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements	N				CONFIDENTIA	vi			0.17	6.61
FY Ending Dec. 31, 2017	Financial Statements	N	CONFIDENTIAL						(3.21)	0.60	

Comment: Spark Branding House, Inc. had a Current ratio below 1.0 for the Fiscal Year 2017

Responder Name: MMGY Global Confidentiality Claim: Y

Publicly Traded: N

						_			_	Debt to	
				Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	<b>Current Ratio</b>
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) 1	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2017	Financial Statements	Υ				CONFIDENTIA	VI			5.66	0.78
FY Ending Dec. 31, 2016	Financial Statements	Υ				CONFIDENTIA	AL.			3.74	0.78

Comment: Current Ratio below 1 for both years

Responder Name: Modop, LLC

Confidentiality Claim: Y Publicly Traded: N

										Debt to	
				Net		Current Assets	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements	N				CONFIDENTIA	VI.			7.61	0.67
FY Ending Dec. 31, 2017	Financial Statements	N				CONFIDENTIA	<b>AL</b>			(6.82)	0.63

Comment: Current Ratio below 1 for both years

Responder Name: Nobox Marketing

Confidentiality Claim: N Publicly Traded: N

										Debt to	
				Net		Current Assets	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2017	Tax Return	N	4,541,875	857,754	790,230	5,291,883	4,581,847	5,462,967	4,672,737	5.91	1.15
FY Ending Dec. 31, 2016	Tax Return	N	3,794,067	281,082	264,366	1,443,748	1,137,790	1,647,953	1,383,587	5.23	1.27

Comment:

Responder Name: Pace Communications Group, Inc

Confidentiality Claim: N Publicly Traded: Y

										Debt to	
	Financials Provided	Audited?	Revenue	Net Profit/(Loss)	Equity (E)	Current Assets (CA)	Current Liabilities (CL)	Total Assets (TA)	Total Liabilities (TL)	Equity Ratio (TL/E) <sup>1</sup>	Current Ratio (CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2017	Consolidated Financials	Y	19,703,200,000	2,506,800,000	13,461,650,600	20,489,356,510	20,964,743,850	45,496,514,310	32,034,863,710	2.38	0.98
FY Ending Dec. 31, 2016	Consolidated Financials	Y	19,379,300,000	1,943,800,000	12,053,218,400	19,056,662,000	20,688,256,800	42,657,282,200	30,604,063,800	2.54	0.92

Comment: Pace Communications Group, Inc was a subsidiary of WPP, PLC through December 2018 and their financial information is not broken out. Current ratio Below 1.0

Responder Name: Paradise Advertising

Confidentiality Claim: Y

Tublicity Traucu.	11										
										Debt to	
				Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements	N N				CONFIDENTIA	VI			2.31	1.96
FY Ending Dec. 31, 2017	Financial Statements	N N				CONFIDENTIA	\L			2.22	1.43

Comment:

Responder Name: PP+K

Confidentiality Claim: N Publicly Traded: N

										Debt to	
				Net		Current Assets	Current		Total Liabilities	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2017	Financial Statements	N	44,390,034	1,276,045	2,368,987	9,681,809	7,767,117	10,136,104	7,767,117	3.28	1.25
FY Ending Dec. 31, 2016	Financial Statements	N	14.158.440	(713.820)	1.507.909	1.926.276	471.550	1.979.459	471.550	0.31	4.08

Comment:

Responder Name: Relavant Brands, Inc. DBA Relabrand
Confidentiality Claim: Y
Publicly Traded: N

r abilely fraucat	••										
										Debt to	
				Net		Current Assets	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
	Balance Sheet &										
FY Ending Dec. 31, 2018	Income Statement	N				CONFIDENTIA	۸L			(3.58)	0.72
FY Ending Dec. 31, 2017	Tax Return	N								4.76	0.98

Comment: Current Ratio below 1.0 for both years

Responder Name: Starmark International, Inc.
Confidentiality Claim: Y
Publicly Traded: N

Publicly Traded:	N										
										Debt to	
				Net		Current Assets	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) <sup>1</sup>	(CA/CL) <sup>2</sup>
	Balance Sheet &										
FY Ending Dec. 31, 2017	Income Statement	N			CONFIDENTIAL						0.79
	Balance Sheet &					CONFIDENTIA	<b>L</b>				
FY Ending Dec. 31, 2016	Income Statement	N								(6.64)	1.00

Comment: Current Ratio below 1.0

Responder Name: Zimmerman Agency Confidentiality Claim: N Publicly Traded: N

										Debt to	
				Net		<b>Current Assets</b>	Current		<b>Total Liabilities</b>	<b>Equity Ratio</b>	Current Ratio
	Financials Provided	Audited?	Revenue	Profit/(Loss)	Equity (E)	(CA)	Liabilities (CL)	Total Assets (TA)	(TL)	(TL/E) 1	(CA/CL) <sup>2</sup>
FY Ending Dec. 31, 2018	Financial Statements	N	16,459,915	2,555,663	14,729,510	19,485,829	5,091,044	19,790,894	5,061,384	0.34	3.83
FY Ending Dec. 31, 2017	Financial Statements	N	17,129,727	2,607,401	16,423,986	25,188,113	9,209,449	25,576,918	9,152,933	0.56	2.74

Comment:

### Notes:

1.) The Debt to Equity Ratio is a measure of a company's financial leverage calculated by dividing its total liabilities by stockholders' equity. It indicates the proportion of equity and debt the company is using to finance its assets. A high debt/equity ratio generally means that a company has been aggressive in financing its growth with debt

2.) The Current Ratio is a liquidity ratio that measures a company's ability to pay short-term obligations and is calculated by dividing current assets by current liabilities. The higher the current ratio, the more capable the company is of paying its obligations. A ratio under 1.0 suggests that the company would be unable to pay off its obligations if they came due at that point.

From: Klitsberg, Nathaniel

To: Messersmith, Carolyn; Cordo, Anthony; Mele, Maria

 Cc:
 Mangan, Constance; "Greater FTL Convention
 Visitors Bureau
 General
 30033
 0000
 Email"

 Subject:
 RE: Submittals for Solicitation RFP No. GEN2116476P1, Advertising Agency Services [BC-CAO.FID241]

Date: Wednesday, May 08, 2019 4:11:06 PM

Litigation Review completed. From a review of the electronic files of the Office of the County Attorney, a Broward County Clerk of Courts records search (for state court actions in Broward), and a PACER search of federal lawsuits, none of the firms have any active or closed litigation against Broward County to report.

Please let me know if you need anything further. Thanks,

nathaniel

From: Messersmith, Carolyn < CMESSERSMITH@broward.org>

Sent: Friday, April 26, 2019 9:25 PM

To: Cordo, Anthony <ACORDO@broward.org>; Mele, Maria <MAMELE@broward.org>; SBCOMP <sbcomp@broward.org>; Certificate of

Insurance <CERTIFICATEOFINSURANCE@broward.org>; Klitsberg, Nathaniel <NKlitsberg@broward.org>

 $\textbf{Cc:} \ Mangan, Constance < CMANGAN@broward.org>; \ Messersmith, Carolyn < CMESSERSMITH@broward.org>; \ Messersmith, Carolyn < CMESSERSMITH.org < Messersmith, Carolyn < M$ 

Subject: Submittals for Solicitation RFP No. GEN2116476P1, Advertising Agency Services

### Good day:

### To: Review Team Members (Using Agency, OESBD, Risk Management Division, and County Attorney's Office)

Provided in the link below are eleven vendor submittals. On Monday, another five will be uploaded to the repository, for a total of sixteen vendor submittals received in response to the subject solicitation. Additionally, refer to the attached response log for vendor information.

### Link:

http://www.broward.org/Purchasing/RepositorvDocuments/GEN2116476P1%20CVB%20Advertising%20Agencv%20Services.html

Your review memoranda (OESBD, litigation, insurance) and the Project Manager's Evaluation Matrix with vendor reference verifications are due to me by **Friday, May 10, 2019 at 5:00 p.m.** Your timely response is critical to the procurement process in allowing sufficient time for Purchasing staff to compile all findings and complete the draft Director of Purchasing's Recommendation Memorandum, prior to the preparation meeting. Your review memo is an integral part of the Director of Purchasing's memorandum to the Evaluation Committee that must be prepared with staff findings prior to the preparation meeting.

There will be an internal staff preparation meeting scheduled to discuss your office's review memoranda and all other documentation, including the Project Manager's Evaluation Matrix with reference checks, in support of the Evaluation Committee meeting for this project. This process ensures that staff is prepared to discuss any anomalies and/or be prepared to respond to any questions which may come from the Evaluation Committee.

If you require additional information from the vendor, please e-mail the vendor directly and copy me (Purchasing Agent). In contacting the vendor include a time certain for the response to be provided. Vendor contact information is contained in the Vendor's Questionnaire response and in the attached response log.

**ADDITIONAL NOTE** - if staff identifies any Personal Identifiable Information (PII) in a submittal, please immediately contact the Purchasing Agent and Purchasing Manager, identifying the name of the vendor's submittal (do not attach files by e-mail). Personal Identifiable Information includes an individual's first name (or initial) and last name, plus any one of the following information:

- a. social security number;
- b. driver license or identification card number or other similar number issued on a government document used to verify identity (i.e. passport number, military identification number);
- c. a financial account number or credit or debit card number, in combination with any required security code, access code, or password that is necessary to permit access to an individual's financial account;

These vendors listed below removed their claim of confidentiality of their submittals. Attached are there letters:

- Lightship Studios
- ModOp
- PPK

Thank you in advance for your cooperation and participation in this solicitation. If you have any questions, please contact me.

### Regards,



Carolyn Messersmith, Purchasing Agent, Senior Broward County Purchasing Division 115 S. Andrews Avenue, Room 212 Fort Lauderdale, FL 33301 Office: 954-357-5857 Fax: 954-357-7975 www.broward.org

Customer Care is my priority. How am I doing? Please contact my Manager, Connie Mangan, at <a href="mailto:cmangan@broward.org">cmangan@broward.org</a> with feedback.



### Finance and Administrative Services Department

### RISK MANAGEMENT DIVISION

115 S Andrews Avenue, Room 210 • Fort Lauderdale, Florida 33301 • 954-357-7200 • FAX 954-357-7180

### INSURANCE COMPLIANCE MEMORANDUM

September 4, 2019

TO: Carolyn Messersmith, Purchasing Agent Senior

FROM: Colleen Pounall, Risk Analyst

RE: RFP No. GEN2116476P1, CVB Advertising Agency Services

We have reviewed the proof of insurance from the proposers.

This solicitation requires proposers to either provide proof of insurance (even if the minimum limits are not met), or a letter stating that the proposer will comply with the minimum insurance requirements if awarded.

The requirements in this solicitation were:

General Liability Automobile Liability Workers Compensation Professional Liability

Below is a summary of the compliance of the proposers:

&Barr Compliant
Aqua Compliant
BVK Compliant
Cactus Marketing Communications Compliant
Fuseideas Compliant
Lightship Studios Compliant

Sunshine Solutions (Joint Venture)

Metropolitan Public Strategies
 Spark Branding House
 MMGY Global
 ModOp
 Nobox Marketing
 Compliant Compliant Compliant Compliant

Pace Communications Group, Inc
Paradise Advertising
Compliant
PPK
Compliant
Relebrand
Compliant
Starmark
Compliant
Zimmerman Agency
Compliant

Please advise Risk Management of any exceptions taken to the standard terms and conditions of the insurance article.