ONE CITY. ONE JACKSONVILLE.

City of Jacksonville, Florida

Lenny Curry, Mayor

Procurement Division
Ed Ball Building
214 N. Hogan Street, Suite 800
Jacksonville, Florida 32202

MEMORANDUM

TO: **Competitive Sealed Proposal Evaluation Committee ("CSPEC")**

FROM: **Gregory Pease, Chief of Procurement**

DATE: **July 23, 2021**

RE: **Request for Approval to Utilize Competitive Sealed Proposal Process**

Pursuant to Chapter 126, Part 2, § 126.204, approval is requested to utilize the Competitive Sealed Proposal process to formally procure a supplier for **Marketing & Advertising for the Promotion of Downtown Jacksonville**. As a follow-up to the same, the CSPEC is now requested to review and approve the solicitation documents attached hereto.

More specifically, the CSPEC is requested to review and approve the evaluation criteria as outlined in the attached Request for Proposal ("RFP"). Procurement's review in this matter has revealed that:

The attached Certification Letter and the Scope of Services received from the using agency appear to be in order.

The RFP has been reviewed and approved by Risk Management regarding insurance and indemnification requirements.

The RFP has been reviewed and approved by EBO regarding JSEB participation goals and EBO recommends the Encouragement Plan.

It is requested that the CSPEC take these issues into consideration in its review and/or approval in this matter.

CSPEC APPROVAL

_____ Finance Director or designee	_____ Procurement Chief or designee
_____ General Counsel or designee	_____ Department/Agency Representative
_____ Public Works Director or designee	

Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Lori Boyer Lori Boyer
Downtown Investment Authority, CEO

SUBJECT: Request for Proposal: Full-Service Advertising and Marketing Agency

DATE: June 23, 2021

Please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with chapter 126.302 of the City Ordinance Code.

1. The general purpose of the service or study:

   The DIA seeks a full-service advertising and marketing agency to promote Downtown as a great place to live, work, visit and invest - and to inform, excite and persuade the public to choose Downtown as their go-to destination for entertainment, dining, arts, culture, history, sports, theater, etc.

2. The Objective of the study or services:

   The desire of the DIA is to market Downtown in a cost effective and efficient way that leads to increased Downtown visits, residents, businesses and investors. Marketing/advertising goals include:

   - **Reinforce Downtown as the City's unique epicenter for entertainment, culture, history, business and education.**
   - **Build greater community awareness of Downtown events, attractions (venues, parks, Riverwalk, etc.), programming, activities, etc.**
   - **Promote Downtown as a great place to live by marketing the downtown lifestyle and nuanced neighborhood personalities to residents, workers, and tourists while creating a consistent theme and image that conveys a sense of excitement for Downtown and creates a unique sense of place for each Downtown neighborhood.**
   - **Drive traffic to DTJax.com, LiveDTJax.com and InvestDTJax.com.**
   - **Encourage investment in development and redevelopment opportunities within Downtown**

3. The estimated period of time needed for the service or study:

Eight (8) months with two eight (8) month options to renew.

4. The estimated cost of the service or study:
   Up to one hundred thousand dollars ($100,000).

5. Whether the proposed study or service would or would not duplicate a prior or existing study or service:

   Does not duplicate any previous or existing DIA service and no Citywide contract exists upon which we could piggyback.

6. List of current contracts or prior services or studies which are related to the proposed study or service.

   Current BID and CRA update will be making recommendations for implementation of neighborhood brands.

7. A statement as to why the service/study cannot be done by department or agency staff:

   The City cannot perform this service due to lack of personnel and expertise.

8. The **names** and **telephone numbers** of **two** representatives from the using agency designated to serve on the evaluation committee as subcommittee members

   Lori Boyer, DIA Chief Executive Officer | 904-255-5301
   Ina Mezini, DIA Marketing & Communications Specialist | 904-255-5693

9. A project funding account number

   DIAD CRADIA 548010

10. The **names** and **email addresses** of **specific consultants** the using agency wishes to be included in the solicitation process.

    David Wingard
    Founder & Chief Creative Officer
    david@wearewingard.com

    Russell Baker
    Chief Executive Officer and Brand Strategist
    Russell@wearewingard.com

    Michael Munz
    President
    mmunz@daltonagency.com

Nancy Seely
Executive Vice President, Public Relations
nseely@shepherdagency.com

Fran Losito
Account Executive
flosito@shepherdagency.com

Diane Brunet-Garcia
COO/Founder
dbrunet@brunetgarcia.com

Chris Lahey
Co-founder & Development Partner
lahey@stationfour.com

Grant Nielsen
Creative Director
grant@nueramarketing.com

Adam Schaffer
President & Creative Director
adam@5ivecanons.com

Susan Masucci
Founder & CEO
susan@createaruckus.com

Jefferson Rall
Founder & Creative Director
jefferson@withoil.com

Robert Taylor
Marketing Director
robert.taylor@sjp.com

West Herford
President & CEO
wherford@onideas.com

Kassie Ashburn
Strategic Marketing Director
Kassie@boldbrandsjax.com

Ben Vadasz
Co-founder & Partner
ben@destinationthink.com

Will Ketchum
Burdette Ketchum
wketchum@burdettketchum.com

11. A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members, have read and understand the Procurement Manual and Procurement Committee Guidelines dated August, 2013

    (See: http://inside.coj.net/op/pr/default.aspx)

Lori Boyer

Lori Boyer, Chief Executive Officer, Downtown Investment Authority
Sub-committee Member Signature

Attachments: Scope of Services
Minimum Qualifications
Scoring and Evaluation Criteria
Project Overview

Department of Finance and Administration

Procurement Division

CITY OF JACKSONVILLE

July 23, 2021

To: Greg Pease, Division Chief
Procurement Division

From: Dinah Coleman Mason EBO/JSEB Administrator
Jacksonville Small and Emerging Businesses

RE: **Marketing & Advertising for the Promotion of Downtown Jacksonville**

The Jacksonville Small and Emerging Business & Contract Compliance (JSEB) Office has reviewed the scope of work, consulted the using agency, and contacted ready, willing, and available JSEBs.

Based upon our findings, we recommend the following:

- ☒ Encouragement
- ☐ Participation
- ☐ Set-A-Side

Our outreach efforts are documented and attached. Please let us know if you have any questions or concerns.

I can be reached at (904) 255-8832.

Cc: Marilyn Laidler
Dinah Coleman Mason

214 N. Hogan Street, Suite 800 | Jacksonville, FL 32202 | Phone: 904.255.8840 | Fax: 904.255.8842 | www.jseb.coj.net

Klages, David

From:	Verdejo Magras, Wanda on behalf of RiskReview
Sent:	Friday, July 16, 2021 6:24 PM
To:	Klages, David; Coleman Mason, Dinah; Mezini, Ina; Baker, Alex; Parola, Guy
Subject:	CONCLUDED REVIEW ON Marketing & Advertising for the Promotion of Downtown Jacksonville
Attachments:	RM REVIEW and ACCEPT INDEM. & INS. REQ FOR Marketing & Advertising for t....doc

Greetings,

Thank you for allowing Risk Management an opportunity to review your request.

No changes are required to the Indemnification attachment G & Insurance Requirements attachment H and this will conclude Risk Management's review of Marketing & Advertising RFP- Promotion of Downtown Jax Bid unless further notified.

Note on page 50 Form 3- Insurance Agent Acknowledgment: I do not know who implemented "Insurance Agent Acknowledgment Form 3" to be added in the bid, contracts, or agreements. My view on the matter is as follows...If you wish to omit the form 3 on page 50, I am ok with it because it's the applicant's responsibility to ensure their insurance agent complies with all the contract's insurance requirements. Some insurance agents are refusing to sign the form 3 and it's creating havoc with contract compliance.

This will conclude Risk Management review.

Any further questions please feel free to contact me.

Note: All emails need to be sent to Wverdejo@coj.net & RiskReview@coj.net

Cordially,

Wanda Verdejo
Property and Casualty Compliance Administrator
for Risk Management Division
City of Jacksonville
117 West Duval Street, Suite 335
Jacksonville, FL 32202-3381