SUBJECT: MARKETING & ADVERTISING FOR THE PROMOTION OF DOWNTOWN JACKSONVILLE

BID #: ESC-0425-21 **OPEN DATE:** 9/1/2021

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – EIGHT (8) MONTHS FROM DATE OF CONTRACT EXECUTION WITH TWO (2) EIGHT (8) MONTH RENEWAL OPTIONS

AGENCY: DOWNTOWN INVESTMENT AUTHORITY

BASIS OF AWARD: HIGHEST SCORE(S) BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: 14 **NUMBER RECEIVED:** 6 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Request approval to increase the award to Wingard, LLC (contract #71459-22, amendment #2) in the amount of $65,000.00 for subcontracting services needed for an enhanced report of the downtown master plan, effective on the date of contract amendment.

Recommend approval to utilize the second and final eight (8) month renewal option with Wingard, LLC (contract #71459-22, amendment #2). Period of service will be from May 3, 2023 through January 3, 2024. Total revised not-to-exceed award amount will be $165,000.00.

This award will be funded from account 10801.135115.548010.000000.00001278.00000.0000000, executed by formal contract amendment through the Office of General Counsel, and processed via Purchase Order(s).

ATTACHMENTS: Recommendation Memo, Supplier Letter, Section 1.3, Previous Awards

ANALYST: _____ DAVID KLAGES

RESPECTFULLY SUBMITTED: _____ DUSTIN FREEMAN, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: LORI BOYER, CEO, DOWNTOWN INVESTMENT AUTHORITY

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202
(904) 255-5302 | https://dia.coj.net/

MEMORANDUM

TO: Dustin Freeman
Chief of Procurement Division

FROM: Lori Boyer
Downtown Investment Authority, CEO

SUBJECT: Request for Contract Increase and Renewal: ESC 0425-21 Marketing & Advertising for the Promotion of Downtown Jacksonville

DATE: March 16, 2023

The Downtown Investment Authority (DIA) requests approval to increase the maximum indebtedness between the City of Jacksonville and Wingard, LLC (Wingard) for marketing and advertising for the promotion of Downtown Jacksonville from $100,000 to $165,000, effective immediately. The DIA is working with Wingard to create an executive summary report that will summarize the DIA's Business Investment and Development Plan (i.e.: Downtown's master plan) in an easy-to-digest format and will include copy, graphics, and renderings. Wingard is responsible for copyediting, report layout and design, and graphic creation. However, DIA would like to include rendered graphics in the report that illustrate the vision for Downtown and what various projects will look like when complete. A specialized software is needed to create said rendered graphics that Wingard does not have in-house. As such, Wingard will hire a subconsultant to create the rendered graphics for the report. The increase in maximum indebtedness requested will cover the cost of the rendered graphics.

Additionally, the DIA requests approval to execute the third eight-month option period between the City of Jacksonville and Wingard for marketing and advertising for the promotion of Downtown Jacksonville beginning May 3rd, 2023 and ending January 3rd, 2024.

The renewed contract will be funded from 10801.135115.548010.000000.00001278.00000.0000000, executed by formal contract amendment through the Office of General Counsel, and processed via individual Purchase Orders.

Thank you for your assistance and consideration in this matter.

CC: David Klages
Purchasing Analyst
Procurement Division

WINGARD

Design + Communications

March 16, 2023

Mrs. Lori Boyer
Downtown Investment Authority
City of Jacksonville
117 W. Duval Street, Suite 310
Jacksonville, Florida 32202

Dear Mrs. Boyer,

We would like to formally accept the offer from the Downtown Investment Authority to renew the contract associated with the Request for Proposal ESC-0425-21(Marketing & Advertising for the Promotion of Downtown Jacksonville) for an additional eight month term beginning May 3, 2023.

Best regards,

Russell Baker
CEO, Wingard

CC: Ina Mezini

1.3 Term of Agreement.

The initial term of agreement will commence upon execution of the Contract and will continue for an **eight (8) month** period. Buyer will have the option to renew such agreement for up to **two (2)** additional **eight (8) month** terms upon satisfactory performance by Contractor. The Contract is subject to early termination as set forth elsewhere in this RFP.

1.4 Minimum Requirements for Contractors.

Contractors must satisfy the following mandatory minimum requirements in order to have their Responses evaluated. By submitting a Response, Contractor warrants and represents that it satisfies these requirements. Failure to meet these requirements will result in the Response not being evaluated and being rejected as non-responsive.

1. The Contractor/Contractor Team and all sub-contractors must be authorized/licensed to transact business in the State of Florida and be registered under the laws of Florida to perform the professional services requested herein.
2. Shall be a full-service advertising and marketing agency of record (AOR), or if not conducting business as an AOR, must provide a statement and evidence of contractor and sub-contractor relationships that would operate in similar scope and nature to be considered for this solicitation.
3. The Contractor/Contractor Team must have a minimum of five (5) years' experience within the last ten (10) years providing full-service advertising and marketing services.

1.5 Equal Business Opportunity Program.

It is an official policy of the City of Jacksonville to encourage the maximum participation of Jacksonville Small and Emerging Businesses (JSEBs) in its contract awards based upon availability. To participate as a JSEB on Buyer projects, a company must be certified as a JSEB with the City's Equal Business Opportunity Office.

This RFP and the resulting Contract are subject to requirements of the "Encouragement Plan," which is fully described on Attachment C to this RFP.

Contractors may contact Buyer's Equal Business Opportunity Office at 904-255-8840 or find the JSEB directory on Buyer's website. Please contact the Contact Person identified in Section 1.12 if you are uncertain of Buyer's website address or if you experience problems accessing it.

1.6 Documents Available for Inspection.

N/A.

1.7 Federal Funds.

Federal funds **will not** be used as part of this solicitation. If federal funds will be used, please see Attachment F for additional terms and conditions.

1.8 Non-Mandatory Pre-Bid Meeting.

Tuesday, August 10, 2021 at 10:00 a.m.

Join Zoom Meeting
https://us02web.zoom.us/j/84519827063?pwd=TGIwMm9CUG1iNkk3cXRiTjNSVmd5QT09

Meeting ID: 845 1982 7063
Passcode: 218165
One tap mobile
+13126266799,,84519827063# US (Chicago)
+16465588656,,84519827063# US (New York)

SUBJECT: MARKETING & ADVERTISING FOR THE PROMOTION OF DOWNTOWN JACKSONVILLE

BID #: ESC-0425-21 **OPEN DATE:** 9/1/2021

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – EIGHT (8) MONTHS FROM DATE OF CONTRACT EXECUTION WITH TWO (2) EIGHT (8) MONTH RENEWAL OPTIONS

AGENCY: DOWNTOWN INVESTMENT AUTHORITY

BASIS OF AWARD: HIGHEST SCORE(S) BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: 14 **NUMBER RECEIVED:** 6 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to utilize the first eight (8) month renewal option with Wingard, LLC (contract #71459-22). Total not-to-exceed award amount will remain unchanged at $100,000.00. Period of service will be from September 3, 2022 through May 2, 2023 with one (1) eight (8) month renewal option remaining.

This award will be funded from account 10801.135115.548010.000000.00001278.00000.0000000, executed by formal contract agreement through the Office of General Counsel, and processed via individual Purchase Order(s).

ATTACHMENTS: Recommendation Memo, Supplier Letter, Section 1.3, Previous Award

ANALYST: DAVID KLAGES **RESPECTFULLY SUBMITTED:** GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: LORI BOYER, CEO, DOWNTOWN INVESTMENT AUTHORITY

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 7/14/2022

OTHER:

ACTION OF AWARDING AUTHORITY DATE 7/15/2022

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

Brian Hughes
Chief Administrative Officer
For Mayor Lenny Curry
Under Authority of
Executive Order No. 2019 02

SUBJECT: MARKETING & ADVERTISING FOR THE PROMOTION OF DOWNTOWN JACKSONVILLE

BID #: ESC-0425-21

OPEN DATE: 9/1/2021

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – EIGHT (8) MONTHS FROM DATE OF CONTRACT EXECUTION WITH TWO (2) EIGHT (8) MONTH RENEWAL OPTIONS

AGENCY: DOWNTOWN INVESTMENT AUTHORITY

BASIS OF AWARD: HIGHEST SCORE(S) BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: 14 **NUMBER RECEIVED:** 6 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Subject RFP closed on September 1, 2021 with six (6) responses received. The Downtown Investment Authority received approval to enter into contract negotiations with the top-ranked firm, Wingard, LLC, on September 17, 2021.

Recommend approval of award to the top-ranked firm, Wingard, LLC, in the not-to-exceed expenditure amount of $100,000.00 for the initial eight (8) month term. Period of service will be eight (8) months from the date of contract execution with two (2) eight (8) month renewal options.

Supplier	Total Points Average	Rank
Wingard, LLC	87.50	1
3D Digital	79.50	2
S&S Insights, LLC	75.00	3
5 CANONS	71.50	4
We Communicate	71.50	4
Mad Men Marketing	67.00	6

This award will be funded from the Downtown Northbank Community Redevelopment Area (CRA) Marketing Fund, executed by formal contract agreement through the Office of General Counsel, and processed via individual Purchase Order(s).

ATTACHMENTS: Recommendation Memo, Scoring Matrix, Section 2.6, Attachment B, Previous Awards

ANALYST: _____ DAVID KLAGES

RESPECTFULLY SUBMITTED: _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: LORI BOYER, CEO, DOWNTOWN INVESTMENT AUTHORITY

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING 0 DATE: 10/28/2021

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 11-1-21

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Brian Hughes
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of:
Executive Order No. 2019-02