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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) in the amount of $80,000.00 and to extend the contract from January 3, 2024 through June 3, 2024 in order to complete the LaVilla Heritage Trail project. Total revised not-to-exceed award amount will be $405,000.00.

This award will be funded from accounts 10801.135115.548010.000000.00001278.00000.0000000 and 10801.135115.565050.000000.00001809.00000.0000000, executed by formal contract amendment #4 through the Office of General Counsel, and processed via Purchase Order(s).

ATTACHMENTS: Recommendation Memo, 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 Extension & Increase Maximum Indebtedness: ESC 0425-21 Marketing & Advertising for the Promotion of Downtown Jacksonville

DATE: November 14, 2023

The Downtown Investment Authority (DIA) requests approval to amend ESC 0425-21 Marketing & Advertising for the Promotion of Downtown Jacksonville to:

1. Extend the contract between the City of Jacksonville and Wingard, LLC (Wingard) Jacksonville from January 3, 2024 to June 3, 2024; and
2. Increase the maximum indebtedness from $325,000 to $405,000 (a $80,000 increase).

The DIA is working with Wingard and its subconsultants on the development of the LaVilla Heritage Trail. The project includes developing a vision and strategy report for the heritage trail and designing the heritage trail markers (including narratives, photography and design). Throughout the project, the team is required to present their progress and obtain feedback and recommendations from the LaVilla Heritage Trail & Gateways Committee. As a result of recent recommendations from the LaVilla Heritage Trail & Gateways Committee, more time and funds are needed to complete the scope of work. The additional time and funds would allow the team to:

- Host a large public engagement meeting and incorporate feedback from said meeting into the final report and marker narratives and design (as recommended by the Committee);
- Obtain additional cost estimates for different types of markers (walls and benches) and potential digital assets (as recommended by the Committee); and
- Administrative tasks associated with the extended timeline.

The contract will be funded from 10801.135115.548010.000000.00001278.00000.0000000, 10801.135115.565050.000000.00001809.00000.0000000, and executed by formal contract amendment through the Office of General Counsel and processed via individual Purchase Orders.

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) in the amount of $160,000.00 to ensure sufficient funding for the remainder of the current contract term. Revised not-to-exceed expenditure amount for Renewal 2 will be $225,000.00. Total revised not-to-exceed award amount will be $325,000.00. Period of service will remain unchanged.

This award will be funded from accounts 10801.135115.548010.000000.00001278.00000.0000000 and 10801.135115.565050.000000.00001809.00000.0000000, executed by formal contract amendment #3 through the Office of General Counsel, and processed via Purchase Order(s).

ATTACHMENTS: Recommendation Memo, 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 5 MEMBERS DISAPPROVING 0 DATE: 6/29/2023

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 6/29/2023

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:
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 5 MEMBERS DISAPPROVING 0 DATE: 3/23/2023

OTHER:

ACTION OF AWARDING AUTHORITY DATE 3/24/23

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:
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