SUBJECT: JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID

BID #: ESC-0063-21

OPEN DATE: 2021-03-03

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: COMPETITIVE SEALED PROPOSAL SUPPLY CONTRACT – PERIOD OF SERVICE WILL BE FROM THE DATE OF AWARD THROUGH SEPTEMBER 30, 2021, WITH FOUR (4) ONE (1) YEAR RENEWAL OPTIONS

AGENCY: PARKS, RECREATION AND COMMUNITY SERVICES

BASIS OF AWARD: TO THE HIGHEST SCORING RESPONSIVE, RESPONSIBLE BIDDER

NUMBER OF BIDS INVITED: 121 **NUMBER RECEIVED:** 10 **OTHER:** 0

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to ratify the period of service from October 1, 2021 to date of award.
Recommend approval to utilize the first of four (4) one (1) year renewal options with MediumFour, LLC for JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID. Period of service will be from date of award through September 30, 2022. The requested annual expenditure not to exceed $60,000.00. The revised total award expenditure not to exceed $120,000.00.

Funding Sources:
00113.133101.549040.000000.00001333.00000.0000000
00113.133101.548010.000000.00001333.00000.0000000
10302.133101.549006.000000.00000000.00000.0000000
To be executed by purchase order(s).

Attachments: Recommendation Memo, Vendor Letter, Previous Award

ANALYST: _____
RUBEN OLA

RESPECTFULLY SUBMITTED: _____
GREGORY PEASE, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: Daryl T. Joseph, Director, Parks, Recreation and Community Services Department

---

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

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

_____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

City of Jacksonville, Florida

Daryl T. Joseph, Director

Parks, Recreation and Community Services Department
214 N Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 255-7907
www.coj.net

ONE CITY. ONE JACKSONVILLE.

July 30, 2021

TO: Greg Pease, Chief
Procurement Division

FROM: Daryl T. Joseph, Director
Parks, Recreation and Community Services Department

Subject: FY22 Jazz Festival Website Design, Implementation, and Management by Medium Four, LLC ESC-0063-21/POA-71039-21 1st Renewal Request

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The Department of Parks, Recreation and Community Services, Division of Sports and Entertainment requests to exercise the first renewal option of four (4) one (1) year renewal options for ESC-0063-21/POA-71039-21 for the Jacksonville Jazz Festival Website Design, Implementation and Hosting from Medium Four, LLC. Period of service will be October 1, 2021, through September 30, 2022.

Attached is a written agreement from the supplier exercising the renewal option with the same terms, pricing, and conditions.

Escalated annual expenditures are not expected to exceed $60,000.00 with total award not expected to exceed $120,000.00 and payments will be processed by Purchase Order releases from the assigned Purchase Order Agreement.

FUNDING SOURCES:

00113.133101.549040.000000.00001333.00000.0000000
00113.133101.548010.000000.00001333.00000.0000000
10302.133101.549006.000000.00000000.00000.0000000

Attachments: AD-0557-19, Renewal Letter from Supplier with requested pricing increase listed

JMK

CC: Rene'e Harriman, Parks, Recreation and Community Services Department
Jennifer Malice Kelly, Division of Sports & Entertainment

Ola, Ruben

From: Malice-Kelly, Jennifer
Sent: Friday, October 1, 2021 11:28 PM
To: Ola, Ruben
Cc: Spitler, Carmella
Subject: Re: FYI: Requisition PRSP-501093-21 Returned by Buyer

That's when it was originally requested. With the since of urgency please process as is. Thank you

Thank you, Jennifer Malice Kelly

On Oct 1, 2021, at 4:45 PM, Ola, Ruben <RubenO@coj.net> wrote:

Hi Jen,

I got the requisition today 10/1/21, can you change the memo to put our current date since the submitted memo was way back 7/30/21?

Thanks,

Ruben Ola, Purchasing Analyst
City of Jacksonville
Procurement Division
Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Phone: 904.255.8823
Fax: 904.255.8837
Email: rubeno@coj.net
<image001.jpg>
One City. One Jacksonville.

From: Malice-Kelly, Jennifer <JMalice@coj.net>
Sent: Tuesday, September 28, 2021 5:32 PM
To: Spitler, Carmella <CSpitler@coj.net>
Cc: Ola, Ruben <RubenO@coj.net>
Subject: RE: FYI: Requisition PRSP-501093-21 Returned by Buyer

Hey Michelle,

You returned this one to me so I am resubmitting so Ruben can do this if its supposed to be under his que. If you'll see your return note below.

Do I need to do anything differently?

Thanks,

Jennifer Malice Kelly

Accounting Manager
City of Jacksonville | Sports & Entertainment
214 North Hogan Street, 4th Floor
Jacksonville, FL 32202
904.255.5426 (o) | 904.300.4865 (c)
JMalice@coj.net

<image002.png>

<image003.png>

From: Spitler, Carmella <CSpitler@coj.net>
Sent: Tuesday, September 7, 2021 8:45 AM
To: Malice-Kelly, Jennifer <JMalice@coj.net>
Subject: RE: FYI: Requisition PRSP-501093-21 Returned by Buyer

Jennifer,

I looked this one up for looks like this is one Ruben did for you.

<image004.jpg>

Thank you,
Michelle Spitler
Michelle Spitler, Buyer
City of Jacksonville
Procurement Division
214 N. Hogan St., 8th Floor
Jacksonville, Florida 32202
Phone: 904-255-8806
Fax: 904-255-8837
Email: cspitler@coj.net
<image005.png>

From: Malice-Kelly, Jennifer <JMalice@coj.net>
Sent: Saturday, September 4, 2021 10:43 AM
To: Spitler, Carmella <CSpitler@coj.net>
Subject: FW: FYI: Requisition PRSP-501093-21 Returned by Buyer

Hey Michelle,

Just want to follow up on this award as it's been about a month now. I know you are swamped- I just didn't want it to get lost ☺
Thanks

Jennifer Malice Kelly

MEDIUMFOUR
IDEATION + DESIGN

www.mediumfour.com
mediumfour medium.four

July 26, 2021

Brent Fine
City of Jacksonville
Division of Sports & Entertainment
214 N. Hogan Street, Floor 4
Jacksonville, FL 32202

Dear Brent,

Please be advised that I, on behalf of **MediumFour, LLC**, do hereby express our wish to exercise out renewal option of **POA-71039-21**. Under the renewal, I confirm pricing will be kept effective from the date of the award through the end of the renewed term.

Thank you,

Dante' D. Fillyau
Senior Managing Partner
MediumFour, LLC

ADMINISTRATIVE AWARD
BID No.: ESC-0063-21

DESCRIPTION OF GOODS/SERVICES: Recommend approval of award to highest scoring responsive, responsible bidder MediumFour, LLC in the amount of $60,000.00 as listed below, and waive as a minor irregularity the missing addenda for JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID. Period of service will be from date of award through September 30, 2021, with four (4) one (1) year renewal options.
Below are the bidders with the following scoring points ranking:

MEDIUMFOUR, LLC	55.42 points
YASH CREATIONS INC. DBA VSKY SOLUTIONS	52.67 points
BRAND POETS	51.81 points
CAPITAL COMMUNICATIONS & CONSULTING, LLC	48.56 points
3D DIGITAL	46.65 points
DAIGLE CREATIVE	44.50 points
SGS TECHNOLOGIE	43.09 points
PLANETERIA MEDIA	32.09 points
INFORSMART TECHNOLOGIES INC.	29.28 points
INTELLICEPT CORPORATION	26.61 points

Funding for this award to be encumbered by account number 00113.133101.549040.000000.00001333.0000000.00000, to be executed by contract through the Office of General Counsel and process by purchase order.

FOR AGENCY/DEPARTMENT: Parks, Recreation and Community Services Department

REQUISITION NUMBERS: PRSP-500645-21

NUMBER FIRMS SOLICITED: 121 **NUMBER FIRMS BIDDING:** 10

REASON FOR LESS THAN REQUIRED MINIMUM SOLICITATION/QUOTATION: N/A

RECOMMEND AWARD TO: MediumFour, LLC

CONCURRENCE BY: Daryl T. Joseph, Director, Parks, Recreation and Community Services Department

PRICE: $60,000.00 **TERMS:** Net 30 Days

REASON FOR NOT ACCEPTING LOW BID: Award to highest scoring responsive, responsible bidder based on the evaluation criteria.

Ruben Ola, Purchasing Analyst
4/14/2021
Date

Dustin Freeman, Manager of Purchasing Svcs.
19 APR 2021
Date

APPROVAL:

Gregory Rease, Chief, Procurement Division
4/21/21
Date

ONE CITY. ONE JACKSONVILLE.

City of Jacksonville, Florida

Daryl T. Joseph, Director

Parks, Recreation and Community Services Department
214 N Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 255-7907
www.coj.net

April 12, 2021

MEMORANDUM

TO: Greg Pease, Chief
Procurement Division

FROM: Daryl T. Joseph, Director
Parks, Recreation and Community Services Department

RE: **ESC-0063-21 Jacksonville Jazz Festival Website Design, Implementation and Management Re-Bid Supplier Recommendation**

In response to the solicitation for bids on ESC-0063-21 Jacksonville Jazz Festival Website Design, Implementation and Management, The Procurement Division received responses from ten (10) bidders, and forwarded the results to Parks, Recreation and Community Services Department, Division of Sports and Entertainment, to review for scoring and recommendation of the award.

The Department of Parks, Recreation and Community Services, Division of Sports and Entertainment respectfully requests the Procurement Division grant an award to MediumFour, LLC for ESC-0063-21 Jacksonville Jazz Festival Website Design, Implementation and Management based on the supplier's response bid scoring the highest overall on the scoring matrix.

Total expenditures are not expected to exceed $60,000 and are to be procured with a Purchase Order.

Funding Source: 00113.133101.549040.000000.00001333.0000000.00000

Attachments: ESC-0063-21 Scoring Matrix

JM

cc: Jennifer Malice, Sports and Entertainment; Accounting Manager
Rene'e Harriman, Parks Finance Manager

BID TABULATION SHEET

TITLE: JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID
BID NO: ESC-0063-21
OPEN DATE: 03/03/2021
PURCHASING ANALYST: RUBEN OLA
NO. INVITED: (121) No. Received: (10) No Bids: (0)
RECORDED BY: J. HERNANDEZ, BID ANNOUNCER: R. BARNETT

	SGS TECHNOLOGIE	3D DIGITAL	INFORSMART TECHNOLOGIES INC.	INTELLICEPT CORPORATION	YASH CREATIONS INC. DBA VSKY SOLUTIONS
ITEM #1 INITIAL SITE DESIGN AS OUTLINED	$45,695.00		$15,000.00	$10,400.00	$1,000.00
ITEM #2 ONE-YEAR HOSTING WITH SSL (NOT INCLUDING DOMAINS)	$1,250.00	$900.00	$5,500.00		$300.00
ITEM #3 WEBSITE DEVELOPMENT AND DESIGN (200-HR)	$13,000.00	$54,996.00	$38,000.00	$12,160.00	$8,000.00
TOTAL PRICE	$59,945.00	$55,896.00	$58,500.00	$22,560.00	$9,300.00

ITEM NO.	DESCRIPTION	POINTS	SGS TECHNOLOGIE	3D DIGITAL	INFORSMART TECHNOLOGIES INC.	INTELLICEPT CORPORATION	YASH CREATIONS INC. DBA VSKY SOLUTIONS
1	COMPETENCY: Summary of your company, including why your company is best suited for this project (no more than 1 page) Summary of developer, design, copy writing or other staff member skills/accomplishments of those who will be working on this project (no more than ½ page per staff person). Maximum of fifteen (15) points total. Insufficient responses will be awarded zero (0) points.	15	13.33	14.00	8.00	3.00	0.33
2	PAST PERFORMANCE: Links to three similar website projects your company has completed within the last 24-months. This may include websites your company made major updates to or new websites. Three (3) letters of reference from similar projects Maximum of fifteen (15) points total. Insufficient responses will be awarded zero (0) points.	15	10.00	10.67	7.00	3.00	0.00
3	ABILITY: Contractor can work on Digital wireframe or mockup of site pages, including not limited to: 1. Homepage, Lineup, and VIP 2. Supplier may choose to provide digital wireframes or mockups of additional site pages 3. See Exhibit B for resources. Maximum of twenty (20) point's total. Insufficient responses will be awarded zero (0) points.	20	12.00	13.67	6.33	0.00	2.33
4	TOTAL PRICE/Form 1 (The contractor submitting the lowest cost to the City shall receive the maximum number of points for cost, 50 points. Each sub-sequentially higher cost shall be divided into the lowest cost received and the products score percentage will be multiplied by the maximum points available to render the points.) Score = (Lowest Bid/The Bid) X 50	50	7.76	8.32	7.95	20.81	50.00
	Total Points	100	43.09	46.65	29.28	26.81	52.67
	Minimum Requirements:						
	Business/Corporate References:		✓	✓	✓	✓	✓
	Insurance Agent Acknowledgement Form:		✓	✓	✓	✓	✓
	Conflict of Interest:		✓	✓	✓	✓	✓
	Addendums (1,2,3,4,5,6):		1,2,3,4,5,6		1,2,3,4,5,		
	COMMENTS:						

BID TABULATION SHEET

TITLE: JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID
BID NO: ESC-0053-21
OPEN DATE: 03/03/2021
PURCHASING ANALYST: RUBEN OLA
NO. INVITED: (121) No. Received: (10) No Bids: (0)
RECORDED BY: J. HERNANDEZ, BID ANNOUNCER: R. BARNETT

	DAIGLE CREATIVE	PLANETERIA MEDIA	CAPITAL COMMUNICATIONS & CONSULTING, LLC	MEDIUMFOUR, LLC	BRAND POETS
ITEM #1 INITIAL SITE DESIGN AS OUTLINED	$14,500.00	$39,600.00	$11,300.00	$24,500.00	$33,750.00
ITEM #2 ONE-YEAR HOSTING WITH SSL (NOT INCLUDING DOMAINS)	$1,800.00	$1,080.00	$225.00	$500.00	$300.00
ITEM #3 WEBSITE DEVELOPMENT AND DESIGN (200-HR)	$23,000.00	$22,000.00	$16,000.00	$35,000.00	$15,000.00
TOTAL PRICE	$39,300.00	$62,680.00	$27,525.00	$60,000.00	$49,050.00

ITEM NO.	DESCRIPTION	POINTS					
1	COMPETENCY: Summary of your company, including why your company is best suited for this project (no more than 1 page) Summary of developer, design, copy writing or other staff member skills/accomplishments of those who will be working on this project (no more than ½ page per staff person). Maximum of fifteen (15) points total. Insufficient responses will be awarded zero (0) points.	15	13.33	13.33	10.00	15.00	12.67
2	PAST PERFORMANCE: Links to three similar website projects your company has completed within the last 24-months. This may include websites your company made major updates to or new websites. Three (3) letters of reference from similar projects Maximum of fifteen (15) points total. Insufficient responses will be awarded zero (0) points.	15	9.33	11.33	8.33	15.00	12.33
3	ABILITY: Contractor can work on Digital wireframe or mockup of site pages, including not limited to: 1. Homepage, Lineup, and VIP 2. Supplier may choose to provide digital wireframes or mockups of additional site pages 3. See Exhibit B for resources. Maximum of twenty (20) point's total. Insufficient responses will be awarded zero (0) points.	20	10.00	0.00	13.33	17.67	17.33
4	TOTAL PRICE/Form 1 (The contractor submitting the lowest cost to the City shall receive the maximum number of points for cost, 50 points. Each sub-sequentially higher cost shall be divided into the lowest cost received and the products score percentage will be multiplied by the maximum points available to render the points.) Score = (Lowest Bid/The Bid) X 50	50	11.83	7.42	16.89	7.75	9.48
	Total Points	100	44.50	32.05	48.56	55.42	51.81
	Minimum Requirements:						
	Business/Corporate References:		✓	✓	✓	✓	✓
	Insurance Agent Acknowledgement Form:		✓	✓	✓	✓	✓
	Conflict of Interest:		✓	✓	✓	✓	✓
	Addendums (1,2,3,4,5,6):			1,2,3,4,5,	1,2,3,4,5,6		1,2,3,4,5,6
	COMMENTS:						

SCORING MATRIX ESC-0063-21

JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID

Total Points	15 Points	15 Points	20 Points	50 Points	OVERALL	Rank
Criteria	COMPETENCY: Summary of your company, including why your company is best suited for this project (no more than 1 page) Summary of developer, design, copy writing or other staff member skills/accomplishments of those who will be working on this project (no more than ½ page per staff person). Maximum of fifteen (15) points total. Insufficient responses will be awarded zero (0) points.	PAST PERFORMANCE: Links to three similar website projects your company has completed within the last 24-months. This may include websites your company made major updates to or new websites. Three (3) letters of reference from similar projects Maximum of fifteen (15) points total. Insufficient responses will be awarded zero (0) points.	ABILITY: Contractor can work on Digital wireframe or mockup of site pages, including not limited to: 1. Homepage, Lineup, and VIP 2. Supplier may choose to provide digital wireframes or mockups of additional site pages 3. See Exhibit B for resources. Maximum of twenty (20) point's total. Insufficient responses will be awarded zero (0) points.	TOTAL PRICE/Form 1 (The contractor submitting the lowest cost to the City shall receive the maximum number of points for cost. 50 points. Each sub-sequentially higher cost shall be divided into the lowest cost received and the products score percentage will be multiplied by the maximum points available to render the points.) Score = (Lowest Bid/The Bid) X 50	Total Points (100)	
SGS TECHNOLOGIE						
Reviewer 1 Paola Lorenzo	15.00	10.00	10.00	7.76	42.76	
Reviewer 2 Jordyn Middleto	15.00	10.00	16.00	7.76	48.76	
Reviewer 3 April Hartwich	10.00	10.00	10.00	7.76	37.76	
Average	13.33	10.00	12.00	7.76	43.09	7.00
3D DIGITAL						
Reviewer 1 Paola Lorenzo	15.00	10.00	12.00	8.32	45.32	
Reviewer 2 Jordyn Middleto	12.00	9.00	13.00	8.32	42.32	
Reviewer 3 April Hartwich	15.00	13.00	16.00	8.32	52.32	
Average	14.00	10.67	13.67	8.32	46.65	5.00
INFORSMART TECHNOLOGIES INC.						
Reviewer 1 Paola Lorenzo	12.00	10.00	8.00	7.95	37.95	
Reviewer 2 Jordyn Middleto	7.00	6.00	7.00	7.95	27.95	
Reviewer 3 April Hartwich	5.00	5.00	4.00	7.95	21.95	
Average	8.00	7.00	6.33	7.95	29.28	9.00
INTELLICSPT CORPORATION						
Reviewer 1 Paola Lorenzo	5.00	5.00	0.00	20.61	30.61	
Reviewer 2 Jordyn Middleto	0.00	2.00	0.00	20.61	22.61	
Reviewer 3 April Hartwich	4.00	2.00	0.00	20.61	26.61	
Average	3.00	3.00	0.00	20.61	26.61	10.00
YASH CREATIONS INC. DBA.VSKY. SOLUTIONS						
Reviewer 1 Paola Lorenzo	0.00	0.00	5.00	50.00	55.00	
Reviewer 2 Jordyn Middleto	0.00	0.00	0.00	50.00	50.00	
Reviewer 3 April Hartwich	1.00	0.00	2.00	50.00	53.00	
Average	0.33	0.00	2.33	50.00	52.67	2.00

DÁIOLE CREATIVE						
Reviewer 1 Paola Lorenzo	15.00	10.00	10.00	11.83	46.83	
Reviewer 2 Jordyn Middleto	12.00	10.00	12.00	11.83	45.83	
Reviewer 3 April Hartwich	13.00	8.00	8.00	11.83	40.83	
Average	13.33	9.33	10.00	11.83	44.50	6.00
PLANETERIA MEDIA						
Reviewer 1 Paola Lorenzo	15.00	15.00	0.00	7.42	37.42	
Reviewer 2 Jordyn Middleto	15.00	10.00	0.00	7.42	32.42	
Reviewer 3 April Hartwich	10.00	9.00	0.00	7.42	26.42	
Average	13.33	11.33	0.00	7.42	32.09	8.00
CAPITAL COMMUNICATIONS & CONSULTING, LLC						
Reviewer 1 Paola Lorenzo	10.00	10.00	15.00	16.89	51.89	
Reviewer 2 Jordyn Middleto	8.00	8.00	15.00	16.89	47.89	
Reviewer 3 April Hartwich	12.00	7.00	10.00	16.89	45.89	
Average	10.00	8.33	13.33	16.89	48.56	4.00
MEDIUMFOUR, LLC						
Reviewer 1 Paola Lorenzo	15.00	15.00	15.00	7.75	52.75	
Reviewer 2 Jordyn Middleto	15.00	15.00	18.00	7.75	55.75	
Reviewer 3 April Hartwich	15.00	15.00	20.00	7.75	57.75	
Average	15.00	15.00	17.67	7.75	55.42	1.00
BRAND POSTS						
Reviewer 1 Paola Lorenzo	15.00	15.00	20.00	9.48	59.48	
Reviewer 2 Jordyn Middleto	8.00	7.00	12.00	9.48	36.48	
Reviewer 3 April Hartwich	15.00	15.00	20.00	9.48	59.48	
Average	12.67	12.33	17.33	9.48	51.81	3.00

REQUEST FOR PROPOSAL

JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT

For

City of Jacksonville, Florida

SECTION 1
(Specific Information Regarding this RFP)

1.1 Introduction

The City of Jacksonville ("**Buyer**") intends to hire a firm ("**Contractor**") to provide the services described in Section 1.2 of this Request for Proposal ("**RFP**"). Persons interested in submitting a response to this RFP (a "**Response**") should carefully review this RFP for instructions on how to respond and for the applicable contractual terms. This RFP is divided into the following sections:

Section 1	Specific Information Regarding This RFP
Section 2	General Instructions
Section 3	General Terms and Conditions of Agreement
Section 4	Description of Services (if referenced in Section 1.2 below)
Exhibit A	List of Current Site
Exhibit B	Link to access Jacksonville Jazz Festival brand, logos, photos and Web Analytic for 2019
Attachment A	Response Format
Attachment B	Evaluation Criteria
Attachment C	Equal Business Opportunity Program (Encouragement Plan)
Attachment D	Service Contract
Attachment E	Disqualified/Probationary Vendors List
Attachment F	Indemnification
Attachment G	Insurance Requirements
Attachment H	Protest Procedures
Form 1	Price Sheet
Form 2	Conflict of Interest Certificate
Form 3	Insurance Agent Acknowledgment
Form 4	Business/Corporate References
Form 5	No Bid Form

In the event of conflicting provisions, the following sections of this RFP will have priority in the order listed: Section 1, Section 4, Section 2, Section 3, the Attachments, and the Forms.

1.2 Scope of Services.

The services sought under this RFP are generally described as follows: The City of Jacksonville, Parks, Recreation and Community Services Department, Division of Sports and Entertainment is currently accepting bids to obtain source(s) of supply for the item(s) / service(s) as outlined in the bid documents provided. The purpose of this bid invitation is to obtain information about your firm and its ability to provide these items and to obtain pricing commitments for JACKSONVILLE JAZZ FESTIVAL WEBSITE DESIGN, IMPLEMENTATION, AND MANAGEMENT RE-BID as listed in the RFP.

1.3 Term of Agreement.

The term of this agreement will be from date of award through September 30, 2021. Buyer will have the option to renew and negotiate such agreement for an additional four (4) one-year period of service up on satisfactory

performance by Contractor and if mutually agreed upon by both parties. The contract is subject to early termination as set forth elsewhere in this RFP.

1.4 **Minimum Vendor Requirements**

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:

A. Vendor shall provide proof of applicable local business license.
B. Summary of your company, including why your company is best suited for this project (no more than 1 page, please)
C. Summary of developer, design, copywriting or other staff member skills/accomplishments of those who will be working on this project (no more than ½ page per staff person)
D. Digital wireframe or mockup of site pages, including not limited to:
    a. Homepage, Lineup, and VIP
    b. Supplier may choose to provide digital wireframes or mockups of additional site pages
    c. See Exhibit B for resources
E. Three letters of reference from similar projects
F. Links to three similar website projects your company has completed within the last 24-months. This may include websites your company made major updates to or new websites.

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.

1.8 **Pre-Proposal Meeting Non-Mandatory.**

There will be a non-mandatory pre-proposal meeting scheduled for this RFP on Feb. 12, 2021, at 10:30 am with no physical location and only via ZOOM meeting.

1.9 **Response Due Date.**

The deadline for submitting responses to this RFP is Feb. 24, 2021 at 2:00 p.m. ET. Please see Sections 2.3 and 2.4 for more details.

1.10 **Response Delivery Location.**

Responses must be delivered to the following location:

City of Jacksonville
Procurement Division
214 N. Hogan Street, Room 105
Jacksonville, Florida 32202

All copies are to be placed in a sealed package. The outside must be marked with (i) the RFP title and number, and (ii) Contractor's name, address, contact person, and telephone number.

It is the sole responsibility of each Contractor to assure all copies are EXACT duplicates of the original Response. Photocopies or digital copies will be used for the purpose of evaluating the Responses. Any information contained in the original Response which has not been transferred to the digital or photocopies will NOT be considered. The original document will be used solely for official record keeping and auditing purposes.

2.5 Evaluation of Responses.

A. Buyer will determine the qualifications, interest and availability of Contractors by reviewing all Responses and, when deemed necessary in the sole discretion of Buyer, by conducting formal interviews of selected Contractors.

B. Before making an award, Buyer reserves the right to seek clarifications, revisions, and information it deems necessary for the proper evaluation of Responses. Failure to provide any requested clarifications, revisions or information may result in rejection of the Response.

C. Buyer reserves the right to accept or reject any and all Responses, or separable portions thereof, and to waive any minor irregularity, technicality, or omission if Buyer determines that doing so will serve Buyer's best interests. Buyer may reject any Response not submitted in the manner specified by the RFP.

2.6 Award of Contract.

A. The process for contract award is set forth in Jacksonville Ordinance Code Sections 126.204. Generally, Buyer will award the Contract to the responsible and responsive proposer whose Response is determined in writing to be the most advantageous to the City of Jacksonville, based solely on the relative importance assigned to price and of the criteria set forth in Attachment B. The award may be contingent on the outcome of direct negotiations under Section 126.201(d)(4) and 126.201(n), *Ordinance Code*. If an agreement cannot be reached with the highest ranked Contractor, Buyer reserves the right to make an award to the next highest ranked Contractor or subsequent Contractor(s) until an agreement is reached.

B. Buyer may make an award within sixty (60) days after the date of the Responses are due, during which period the Responses shall remain firm and shall not be withdrawn. Any Response that expresses a shorter duration may, in Buyer's sole discretion, be accepted or rejected. If award is not made within sixty (60) days, the Response shall remain firm until either the Contract is awarded or Buyer receives from Contractor written notice that the Response is withdrawn. [Note: Withdrawal of a Response may be requested within 72 hours (excluding State holidays, Saturdays and Sundays) after the date and time Responses are due. Buyer will not accept an amended Response after the date and time Responses are due.]

C. Except as may otherwise be expressly set forth in the RFP, Buyer intends to award one contract, but reserves the right to enter into a contract with multiple Contractors or to reject all Responses.

D. Based on the evaluation results, Buyer shall electronically post a notice of intended award at Buyer's website. Please contact the Contact Person if you are uncertain of Buyer's website address or if you experience problems accessing it. Any person who is adversely affected by the decision shall file with Buyer a notice of protest in accordance with the Protest provisions of the RFP. Buyer does not intend to provide tabulations or notices of award by telephone.

2.7 Terms of Agreement. After award to the successful Contractor, Buyer and Contractor will promptly enter into a written agreement (the "Contract") incorporating the terms of the RFP, the successful Response, and other terms and conditions as may be agreed to between the parties. To the extent the Response contains exceptions to or modifications of the RFP, such exceptions or modifications are stricken unless Buyer affirmatively accepts the

A. If a Response Format is specified in the RFP, Contractors should follow that format.

B. Responses should be prepared simply and economically, providing a straightforward, concise description of Contractor's ability to provide services sought by the RFP. Unnecessary brochures, artwork, expensive paper, and presentation aids are discouraged. Bindings and covers will be at Contractor's discretion.

C. When responding to specific questions, please reprint each question in its entirety before the response.

D. Responses shall be typewritten. All corrections must be initialed.

E. Response shall be limited to a page size of 8½" x 11". Font size less than 11-points is discouraged. The Response shall be indexed and all pages sequentially numbered.

F. **Except as may be specifically requested in the Response Format, Contractor may not impose any additional terms or conditions to any aspect of the RFP.** Buyer objects to and shall not be required to consider any additional terms or conditions submitted by Contractor, including any appearing in the Response. In submitting a Response, Contractor agrees that any additional terms or conditions shall have no force or effect. Any failure to comply with the terms and conditions of the RFP, including those specifying information that must be submitted with a Response, may result in rejection of the Response. **If Contractor desires a change or clarification to the terms or conditions of the RFP, Contractor must follow the process set forth in Section 2.2 ("Questions and Requests for Amendments").**

G. Unless otherwise requested by Buyer, Contractors should make only one proposal for each RFP item. Multiple offerings, alternates (unless any are specifically requested by Buyer) and/or stipulations may be cause for rejection of a Response.

H. Price offerings shall be **inclusive of ALL costs** (including but not limited to administrative cost for submission of all required paperwork on Buyer's behalf and any other costs) and will be the only compensation given to Contractor for the required services herein.

I. All prices submitted under the RFP shall be indelible. The use of correction fluid or erasures to correct line item bid prices and/or quantities are not acceptable. Corrections must be by lineout of the incorrect figures, writing in of correct figures, and initialing of the corrections by the originator. Correction fluid or erasure corrected bids will be considered non-responsive for the corrected item(s) only, and may render the entire Response as nonresponsive.

J. Failure to sign any form requiring a signature may be grounds for rejecting a Response.

2.4 <u>Submission of Responses</u>.

A. The location and deadline for submitting Responses is set forth in Section 1 of the RFP. Contractors are fully responsible for meeting these requirements. Reliance upon mail or public carrier is at Contractor's risk. **Late bids will not be considered.**

B. Contractor shall submit:

1) One (1) original signed version of its Response clearly marked as "ORIGINAL." The Response must be signed by an officer or employee having authority to legally bind Contractor.

2) Four (4) hard copies of the entire Response.

3) One (1) digital copy (in pdf format) of entire Response, on a separate flash drive. Large files may be scanned as several separate PDF files.

Requisition PRSP-501093-21

Requisitioning BU	PRSP: Sport and Entertainment	**Requisition Amount**	0 USD
Entered By	Jennifer Malice-Kelly	**Justification**	
Status	Approved	**Funds Status**	Reserved
Description	FY22 JJF Website Design, Implementation and Management ESC-0063-21/POA-71039-21 1st Renewal Request		
Emergency Requisition	No		

Attachments

Title	File Name or URL	Description
FY22 JJF Website_Medium Four P	FY22 JJF Website_Medium Four POA-71039-21 1st Renewal_Signed.pdf	

Lines

Line	Item	Description	Category Name	Quantity	UOM	Price	Amount (USD)	Status	Funds Status
1		FY22 JJF Website Design, Implementation and Management ESC-0063-21/POA-71039-21 1st Renewal Request	915.01 Advertising Agency Services	1	Each	0.00 USD	0	Approved	Reserved

Requester	Jennifer Malice-Kelly	**Supplier**	MediumFour, LLC
Urgent	No	**Supplier Site**	Order/Remit
Requested Delivery Date		**Supplier Contact**	Dante Fillyau
Deliver-to Location	Ed Ball 4th Floor Charge	**Contact Phone**	(954)7651474
Deliver-to Address	214 North Hogan Street, 4th Floor, Jacksonville, FL 32202, Duval, United States	**Charge Account**	00113.133105.551010.000000.00000000.00000.0000000
Note to Buyer	Memo and Backup Attached- Need POA updated for FY22. Thanks!! Emailed 9.28.21- maybe this goes to Ruben?		

I CERTIFY THAT FUNDS FOR THIS PURCHASE WERE AUTHORIZED AND PROVIDED FOR IN THE CURRENT BUDGET.