

Legislation Text

File #: 17-398, **Version:** 1

Approve ranking order for RFP L-28-17 Development & Implementation of a Citywide Marketing & Sponsorship Program, and authorize staff to negotiate a contract with the highest-ranked firm, The Superlative Group, Inc. (No cost at this time.).

(Fiscal Impact: N/A)

(Staff Contact: Suzette Sibble)

Summary Explanation/Background:

RFP L-28-17 was issued to establish a contract to provide services related to the development and implementation of a citywide corporate marketing and sponsorship program. City Commission approval of the ranking order presented by the Selection/Evaluation Committee is requested, and authorization is requested for appropriate City staff to negotiate a contract with the highest-ranked firm, The Superlative Group Inc. Further authorization is requested to continue negotiations with the succeeding ranked firm should an impasse occur in the negotiations with the recommended firm. The General Services Department performed outreach to local Communications, Public Relations, and Marketing companies to inform them about this project. A total of three (3) local companies were notified. This solicitation was assigned a voluntary 15% Local Business participation goal and a 15% Small Business Enterprise (SBE) participation goal; the recommended proposer has not indicated SBE or Local Pompano Beach Business participation. For additional information please refer to Assistant City Manager's Memo.

Origin of request for this action: Staff

Fiscal impact and source of funding: No cost at this time.