

Financial Services
Mr. Ron Y. Steiger, Chief Financial Officer

**SUBJECT: AWARD INVITATION TO NEGOTIATE NO. ITN-21-028-CM –
ESSER ATTENDANCE OUTREACH CAMPAIGN**

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

**LINK TO STRATEGIC
PLAN: EFFECTIVE AND SUSTAINABLE OPERATIONAL PRACTICES**

Procurement Management Services, at the request of the Office of Communications, released the above-referenced solicitation. The purpose of this Invitation to Negotiate (ITN) is to establish a pre-approved list of agencies to provide promotional planning, shooting and production of video content in support of an outreach campaign, focused on attendance and enrollment, for The School Board of Miami-Dade County, Florida. This ITN was advertised on the Procurement Management Services website, as well as DemandStar. The solicitation was shared with the District's Office of Economic Opportunity (OEO) for additional community outreach.

The initial term of the bid shall be for a three (3) year period, commencing February 9, 2022 through February 8, 2025, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year periods, pending contract negotiations.

The Goal Setting Committee recommended that this solicitation be open with a maximum 20 point preference for M-DCPS certified African American or Non-Minority Women owned primary firms and a maximum 20 point preference (based on a participation sliding scale) for use of subcontractors which are M-DCPS certified African American or Non-Minority Women owned firms.

Four (4) vendors responded to this advertised bid. Based on the criteria listed in the solicitation and the Selection Committee's consensus vote, four (4) vendors are being recommended for award, all of which are certified.

M-DCPS OEO staff verified the Small, Micro, Veteran and/or M/WBE certification status of the firm(s).

Fund Source
ESSER

RECOMMENDED: That The School Board of Miami-Dade County, Florida:

1. **AWARD** INVITATION TO NEGOTIATE NO. ITN-21-028-CM – ESSER ATTENDANCE OUTREACH CAMPAIGN, to provide attendance outreach campaigns for The School Board of Miami-Dade County, Florida, effective February 9, 2022 through February 8, 2025, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year extension periods, pending contract negotiations, as follows:

A. AVANZA ADVERTISING, LLC **MBE/MWBE**
5465 NW 36TH STREET, SUITE 100
MIAMI SPRINGS, FL 33166
OWNER/OFFICER: ALEJANDRO PEREZ-EGUREN
HISPANIC AMERICAN

B. GARTH SOLUTIONS, INC. **SBE/MWBE**
7951 RIVIERA BOULEVARD, SUITE 411
MIRAMAR, FL 33023
OWNER/OFFICER: YVONNE G. GARTH
AFRICAN AMERICAN

C. O.S. & R ENTERPRISES LLC DBA SGM FILMS **MBE/MWBE**
5537 NW 206TH TERRACE, LOT 883
MIAMI GARDENS, FL 33055
OWNER/OFFICER: SAMUEL A. GBADEBO
AFRICAN AMERICAN

D. THE MORRIS GROUP INCORPORATED DBA SONSHINE COMMUNICATIONS **SBE/MWBE**
152 NE 167TH STREET, SUITE 403
MIAMI, FL 33162
OWNER/OFFICER: BERNADETTE A. MORRIS
AFRICAN AMERICAN

2. **AUTHORIZE** Procurement Management Services to purchase up to a total estimated amount of \$1,575,000, for the initial contract term of three (3) years, and an amount not to exceed \$525,000, for each subsequent one (1) year extension period(s). Board authorization of this recommendation does not mean the amounts shown will be expended.