

The School Board of Miami-Dade County, Florida
SCHOOL BOARD ADMINISTRATION BUILDING
Procurement Management
1450 N.E. 2nd Avenue, Room 352
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BID/RFP ADDENDUM

Date: April 2, 2007
Addendum No. 1

BID/RFP TITLE: 009-GG10 – ADVERTISING SALES AND ADMINISTRATION - EXCLUSIVE
BEVERAGE POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS
VENDING PROGRAM

This addendum modifies the terms and conditions of the above referenced RFP as follows:

1. Changes the proposal opening date to Thursday, April 19, 2007.
2. Revises the following pages of the RFP as indicated with a double strike-through for deletions and an underline for additions: Pages 1, 3, 5, 6, 8,10 and 16.
3. Provides questions and answers requested by proposers.
4. Provides a listing of M/WBE vendors under specific categories.

If your bid/proposal has not been mailed, substitute the pages marked REVISED and mail your entire bid/proposal package. **REMEMBER TO SIGN THE BIDDER QUALIFICATION FORM.**

If your bid/proposal has been mailed, sign and return this addendum form with the revised pages by the time and date indicated on the Bidder Qualification Form. **BY SIGNING THIS ADDENDUM, THE VENDOR AGREES TO THE TERMS AND CONDITIONS CONTAINED IN THE BIDDER QUALIFICATION FORM AND ALL RELATED BID DOCUMENTS.**

PLEASE NOTE: If your firm has mailed a copy of this bid/proposal to another vendor, it is your responsibility to forward them a copy of this addendum.

(PLEASE TYPE OR PRINT BELOW)

LEGAL NAME OF BIDDER: _____

MAILING ADDRESS: _____

CITY, STATE ZIP CODE: _____

TELEPHONE NUMBER: _____ E-MAIL I.D. _____ FAX # _____

BY: SIGNATURE (Manual): _____
OF AUTHORIZED REPRESENTATIVE

NAME (Typed): _____ TITLE: _____
OF AUTHORIZED REPRESENTATIVE

**THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA
REQUEST FOR PROPOSALS NO. 009-GG10**

**ADVERTISING SALES AND ADMINISTRATION - EXCLUSIVE BEVERAGE
POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING
PROGRAM**

I. NAME AND ADDRESS OF REQUESTER

Miami-Dade County Public Schools
Department of Food and Nutrition
7040 W. Flagler Street
Miami, Florida 33144

II. PURPOSE OF REQUEST FOR PROPOSALS

The purpose of this Request For Proposals (RFP) is to solicit proposals from firms qualified to serve as The School Board of Miami-Dade County Public Schools' (the "District" or "M-DCPS") marketing agent, to generate new revenues and resources through the solicitation of an exclusive beverage pouring rights partnership arrangement with a major beverage manufacturer, and to administer revenue producing sponsorship and advertising of M-DCPS physical education, athletic, and educational programs, over a consecutive ten (10) year period. The marketing agent would have the authority to solicit and negotiate favorable terms, on behalf of the District and insure that any process for entry into such opportunities is an open and fair process and achieves fair and reasonable compensation for the District. M-DCPS anticipates entering into an agreement with one marketing firm.

The marketing agent will also solicit soft advertisement, if approved by the Board, that markets goods and services in the context of Board-approved educational, inspirational, motivational and/or student athlete messages, slogans, mottoes, illustrations, photographs, holograms, designs and/or images directed at, and for the benefit of, students, student athletes, parents, school district employees, and members of the general public.

III. INSTRUCTIONS FOR SUBMISSION OF PROPOSALS

Twelve copies of the proposal, one of which shall be an original, must be received by 2:00 p.m. (Eastern Standard Time) April ~~10~~ 19, 2007, at:

The School Board of Miami Dade County, Florida
Bid Clerk, Division of Procurement Management Services
1450 Northeast Second Avenue, Room 352
Miami, Florida 33132

V. SCOPE OF SERVICES

The marketing agent is expected to develop financial support for Miami-Dade County Schools, generating new revenues and resources through the solicitation of potential sponsors and donations. As part of a large-scale business partnership arrangement, with exclusivity terms, an exclusivity premium in the form of a series of cash payments is desirable to the Board. As part of the long-term arrangement, the Board would expect the beverage provider to pay out a percentage of the exclusivity premium upon execution of the contract with M-DCPS (up-front dollars), with the balance paid out equally over successive years of the agreement at the start of each fiscal year or period.

- A. The successful marketing agent shall solicit and assist the Board in negotiating a long-term beverage exclusivity arrangement to obtain **revenue** from the **exclusive beverage pouring rights** of stated products in the district's vending program. The exclusive beverage pouring rights will encompass the vending program at all District school sites and administrative facilities. The exclusivity arrangement with a major beverage company shall be for the purchase of, and pouring rights for, beverages only in vending machines and fountain dispensing units ~~or other beverage vending operations~~ on District-owned school campuses, adult centers and administrative buildings.

Any beverage meeting the nutritional guidelines as defined in the district's Health and Wellness Policy (**Attachment A**), shall be approved for sale in the student access areas of M-DCPS. The student access areas are defined as senior high schools, middle schools, athletic areas, gymnasiums, vocational sites and all miscellaneous sites where students have access to vending machines. There are no restrictions for beverages sold in non-student access areas. The non-student access areas are defined as administrative offices, transportation offices, maintenance offices, construction offices, teacher lounges, etc.

The marketing agent shall have the flexibility to solicit and negotiate with sponsors for **exclusive pouring rights on Milk-Based beverages only; Non-Milk Based beverages only or a combination of both, as there will be both types of products sold in the District's student access areas. Non-student access sites may stock any item agreed upon by the site administrator.**

The beverage company will have the sole, exclusive rights to place any advertising on the front, back or side panels of the enclosures and of the vending machines located at student access sites, with the final written approval by the Department of Food and Nutrition. Non-student access sites must have the approval of the site administrator.

partnerships; create offers that meet the marketing needs of corporations within the target market(s); create a list of corporations that make attractive partners and estimate revenues that may accrue to the Board from the program.

Soft goods, services and advertisement, may include, without limitation, the following:

- ~~Soft Drinks~~
- Apparel & Furnishings, e.g., general men's women's and children's clothing and furnishings, sportswear, and athletic shoes
- ~~Fast food, including ice cream~~
- Sports Equipment
- Electronic Equipment
- Computer hardware, software & peripherals
- Photographic equipment and supplies
- Automobiles, trucks, sport utility vehicles, automotive parts, supplies, fuel And lubricants
- Oral hygiene products, e.g., toothpaste and mouthwash
- First aid products
- Non-prescriptive medicines
- Wrist watches
- Writing implements
- Personal care products
- Publications, e.g., books and magazines
- Popular, classical and other music, e.g., CDs, cassette tapes and vinyl records
- Furniture, carpeting, rugs and home furnishings
- General consumer foods, beverages & dry goods
- Office and business products

The sponsorship of goods and services shall not contain, display or constitute anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, impolite or discriminatory, as such will be determined within the sole discretion of the Department of Food and Nutrition.

Disapproved sponsor or product service category examples include, without limitation, the following:

- Tobacco, e.g., cigarettes, cigars, chewing tobacco, pipes and pipe tobacco, & rolling paper and all other smoking accessories
- Liquor and other alcoholic beverages & products
- Firearms and all other forms of weaponry
- Condoms, prophylactics and other birth control devices & products
- Pornographic and other adult publications
- Pornographic and other adult video, audio, computer

- E. The marketing agent will be required to meet with the Board's representatives and provide detailed status reports summarizing its progress on a regular basis. The marketing agent shall give the Board the right to inspect, examine and audit all accounting records upon request.
- F. Provide on-going coordination with clients to insure proper functioning of their sponsorship relationship with M-DCPS that adheres to the guidelines set forth by M-DCPS.

VI. REQUIRED INFORMATION TO BE SUBMITTED BY PROPOSERS:

All proposals must be prepared and submitted in accordance with the instructions provided in this RFP. Each proposal received will be reviewed to determine if the proposal is responsive to the submission requirements outlined in the RFP. A responsive proposal is one that follows the requirements of the RFP, includes all documentation, supporting exhibits, is of timely submission and has the appropriate signatures as required on each document. Failure to comply with these requirements may deem your proposal non-responsive. Proposer is requested to supply response in same order as below to facilitate evaluation process. Proposer is requested to provide sufficient detail in their response.

- A. **Program Plan/Narrative** – The narrative must be a clear and concise program description that addresses the Proposer's overall program content, methodology, program design, scope of services, ability to perform all required services, and comprehensive service plan. Each proposal should evince a clear understanding of the needs noted in this RFP and demonstrate how your plan will meet the goals and objectives of this particular RFP. Proposals should contain a work plan for the 2007-2008 school year and include but not be limited to the following:
 - 1. Proposed timeline for the business and marketing plan to be implemented
 - 2. Personnel available for this project indicating their level of technical expertise and experience working on this or similar projects
 - 3. Comprehensive outline of the services to be provided.
- B. **Organizational Capacity** – The Organizational capacity should show evidence of ~~adequate human~~ organizational and technical resources and professional ability to meet the needs of this RFP. The Organizational description must include, but need not be limited to the following:
 - 1. An organizational chart for the overall company responding to the RFP, showing the specific members of the organization slated to work on this project

VII. CONTRACT AWARD

The contract resulting from this solicitation shall be awarded to the qualified proposer whose proposal The School Board of Miami-Dade County, Florida, has determined to be the most advantageous, based on the evaluation criteria set forth in the Request For Proposals. The contract resulting from this RFP shall be signed by the Proposer within a reasonable time upon receipt, which period shall not exceed thirty (30) days. Thereafter, the Proposer is deemed delinquent, and at The School Board's option, the contract may be voided.

No award will be made to any person, firm or corporation that is in arrears or is in default with the Board or any other governmental or state agency upon any debt or contract or that is a defaulter on any other contract with the Board.

VIII. TERMS OF CONTRACT

The term of the contract shall be for an initial five-year period and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the awardee, be extended for an additional 5-year period. The proposer must comply with all municipal, state and federal statutes prohibiting discrimination, including, but not limited to discrimination based on race, religion, ethnicity, national origin and gender.

IX. TERMINATION OF CONTRACT

School Board reserves the right to cancel the contract in the event the services rendered do not comply with the provisions of the proposal and/or the quality of services are not satisfactory and proper, as determined by the School Board, deemed inadequate. Any contract(s) resulting from this RFP may be terminated at any time upon thirty (30) days written notice, by the Superintendent, and/or designee. No claim shall be made by, or allowed to, the Proposer because of such termination.

X. NEGOTIATIONS

The School Board of Miami-Dade County, Florida reserves the right to:

- Reject all proposals submitted
- Accept any proposal or alternate as submitted without negotiations
- Accept or negotiate with all proposals submitted which fall within a competitive range
- Require revisions to, corrections of, or other changes to any proposal submitted as a conditions of its being given any further consideration
- Select for negotiations only the overall best proposal or alternate submitted,

	on other contracts. The Evaluation Committee may solicit from previous clients, including the Board, other governmental agencies, or any other available sources, relevant information concerning the Proposer's record of past performance.	
Fiscal	The financial stability of the Proposer. Legal actions which may affect performance of the services required under this RFP.	15 Points
M/WBE Participation	Minority participation	5 Points
Cost	Reasonableness of payment plan and anticipated revenues to be generated for M-DCPS.	30 Points

The evaluation committee will include the following members or designees:

Deputy Superintendent, Business Operations

Controller

Administrative Director, Food and Nutrition

~~Director, Food and Menu Management~~ Supervisor, Food and Nutrition

Senior High School Principal

Middle School Principal

Representative, Division of Business Development and Assistance

Representative(s), Procurement Management Services (non-voting)

Representative, School Operations (2)

Representative, Management and Compliance Audits (non-voting)

XIXI. IMPLEMENTATION SCHEDULE

The planned schedule for implementation of this Request For Proposals, is as follows:

Procurement Contract Review Committee.....	October 19, 2006
Mailing of Request For Proposals.....	March 2, 2007
Deadline for Questions.....	March 16, 2007
Pre-Proposal Conference.....	March 26, 2007
Opening of Proposals	April 10 , 19, 2007
Evaluation of Proposals	April 16 , 26, 2007
Oral Presentations (If required).....	April 23 , 30, 2007
Recommendation for Award	May 16, 2007

PRE-PROPOSAL CONFERENCE: A pre-proposal conference, at which Proposers will have the opportunity to ask questions related to the Request For Proposals, will be held on March 26, 2007 at 9:00. a.m., in the Department of Food and Nutrition Training Center at 7042 West Flagler Street, Miami, FL 33144. For directions to the pre-bid conference site, please call (786) 275-0400.

- A. Specific questions concerning this RFP should be e-mailed prior to the pre-proposal conference, referencing the RFP by page number and paragraph, no later than 2 p.m. on March 16, 2007 to:

Division of Procurement Management Services
Ms. Barbara Jones, CPPB, Executive Director
1450 N.E. Second Avenue, Room 356
Miami, Florida 33132
(305) 995-2348
E-mail bjones@dadeschools.net

If possible, these questions will be answered at the pre-proposal conference. Additional questions may be submitted orally at the pre-proposal conference. Any unanswered questions will be followed-up in writing to all attendees, and posted on the Procurement website. Proposers are advised that The School Board of Miami-Dade County, Florida is not able to ensure that it shall be able to respond to inquiries received after the pre-proposal conference.

**QUESTIONS RECEIVED REGARDING RFP NO. 009-GG10 – ADVERTISING
SALES AND ADMINISTRATION – EXCLUSIVE BEVERAGE POURING
RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING
PROGRAM**

Question: How was the plan of having an “Advertising Sales” program initiated? Please give history including the staff that proposed it.

Answer: This is a School District initiative tied to a strategic plan to identify alternative methods to generate additional revenues.

Question: Please share details and a review of the program for any advertising sales & marketing efforts to date.

Answer: There have been no previous marketing efforts; this is a new initiative.

Question: Who has managed or been responsible for the program(s) that have generated revenue to date for the M-DCPS?

Answer: The Department of Food and Nutrition, the GMAC, and individual school and District locations.

Question: Has a consultant been involved in any way up to this point (drafting RFP, workshops, or value analysis)? If so, please share a copy of their scope of services and fee package.

Answer: There has been no participation by any outside agency or consultant on this project.

Question: Are there any current branding relationships with the M-DCPS? If so, please share a copy of the contracts. Was a consultant utilized to establish the branding contract? Please share a copy of that consultant’s contract and any deliverables to the M-DCPS.

Answer: There are currently no branding relationships with M-DCPS.

Question: Does the M-DCPS have the expectation that the marketing consultant will provide a minimum amount of guaranteed revenue to the M-DCPS? Or is the M-DCPS looking for a minimum amount of revenue to expect annually and is asking the proposing marketing consultant to generate a pro-forma that can be validated with a detailed experienced explanations and statistics?

Answer: Based upon the information in the RFP, M-DCPS expects that experienced firms will assess how much revenue can be expected as a minimum guarantee for exclusivity beverage pouring rights.

Question: Does the M-DCPS want the marketing consultant to sell naming rights to any specific facilities or assets?

Answer: No.

Question: What expectation does the M-DCPS committee have related to revenue both in terms of dollar amounts and contract lengths? What has been discussed in work sessions as a possible comparison to other similar deals in other school districts that may have been understudied or used as a comparison?

Answer: The Selection Committee will consider proposals with the highest revenue possibilities for the District. However, all aspects of the proposals will be reviewed and rated by the Committee.

Question: Will the exclusive rights give the bottler the right to operate the beverage vending machines or only to have their product sold thru the current vendors operating at the school sites?

Answer: Exclusive rights will give a bottler the right to sell their products in all vending machines within the District and the bottler can operate these machines themselves or they may sub-contract the service of the vending machines.

Question: Can the winning company subcontract others to service the schools?

Answer: Yes, the company with exclusive rights may subcontract.

Question: If subcontracting is allowed, will the subcontractors be required to meet the same criteria as the contractors? (ie. insurance limits, Workers comp, etc.)

Answer: The contractual relationship is between M-DCPS and the marketing firm. This RFP does not cover arrangements with sub-contractors.

Question: How many machines are going to be placed at the schools?

Answer: The number of vending machines will be determined by each individual location, based upon student enrollment and capacity. M-DCPS, the marketing firm and the bottler, will address this issue as part of the contract negotiations.

Question: What is going to happen to the snack and ice cream vending machines?

Answer: Snack and ice cream vending is not a part of this RFP.

Question: Can we have the 2006 and 2007 YTD sales and if not the previous year sales?

Answer: This information is not available.

Question: How many non-student access sites (administrative, transportation, maintenance, etc.) will be eligible to be included in the vending program? (RFP page 3, third paragraph)

Answer: There are approximately 50 administrative sites. Teacher lounges in each school are also considered "non-student" access sites.

Question: How many 'general use' facilities are there across the schools (i.e. gymnasiums, outdoor fields, cafeterias, or any other areas outside classrooms that may be appropriate for soft sponsorship and/or signage)?

Answer: Information not readily available at this time.

Question: Are there any sports programs/teams that currently have sponsorship deals in place (e.g. apparel/footwear/equipment, etc.)? (General question)

Answer: No teams or programs currently have such arrangements. The district has not permitted such sponsorships. Please refer to School Board Rules 6Gx13-1C-1.051 and 6Gx13-3C-1.05.

Question: Can you give us an idea of the overall participation levels of students who participate in varsity athletics, junior varsity athletics and regular physical education, both as a percentage of total students (broken down by elementary/middle/high school) and overall numbers? (General question)

Answer: There are currently approximately 17,000 students participating in interscholastic athletics at the senior high level. At the middle school level, the extracurricular athletic participation totals approximately 14, 000 students.

Question: Can you provide an overview of the athletic and physical education options currently available for elementary, middle, and high school students? (RFP page 4, fourth paragraph)

Answer: The M-DCPS interscholastic sports programs at the senior high level offer 26 different sports. There are on average 34 teams per senior high school with 32 participating major high schools. This number increases each year as new high schools are opened.

At the middle school level, 11 team sports are offered. There are 18 teams for each of the 57 middle schools. This number increases each year as new middle schools are opened.

Question: In your estimation, what percentage of schools currently has beverage vending machines? What percentage has snack machines? What percentage has milk machines?

Answer: 100% in senior high schools; 75% in middle schools. Snack machines are not a part of this RFP.

Question: Is M-DCPS open to a unified snack vending program?

Answer: Snack machines are not a part of this RFP.

Question: Are there currently any sponsorship guidelines in place that explain the parameters and boundaries for sponsorship in schools?

Answer: No.

Question: How does procurement play into the role of the selected agency? Can we competitively bid opportunities? Can we sole source? Or does every category for sponsorship have to go through a formal RFP process?

Answer: The successful marketing agent should demonstrate a formal competitive process for maximizing revenue for the District, which may include bids or proposals.

Question: Who will be our point person at the schools if we are selected? What resources will the system commit to the effort as a liaison and partner?

Answer: The point persons for the schools will be determined by School Operations after award of the contract. The resources and liaison will also be discussed after award.

Question: What sponsorship categories other than vending are most desirable for the system?

Answer: The District is open to consider any options proposed.

Question: Is there a process in place for terminating existing vending contracts so that we can move forward with the unified vending program? Or should we address our approach to this in our response?

Answer: All current vending contracts with the Board are scheduled to expire on June 30, 2007.

Question: Page four of the RFP references soliciting corporate support for the enhancement of the Greater Miami Athletic Conference and the athletic sports and physical education programs of the Miami-Dade County Public Schools. Can you clarify GMAC's role as it relates to M-DCPS? What activities does GMAC oversee? What activities does M-DCPS oversee? (RFP page 4, fourth paragraph)

Answer: The Greater Miami Athletic Conference (GMAC) is part of the Miami-Dade County Public Schools. (M-DCPS) The GMAC oversees the entire interscholastic high school sports program for the district including scheduling, coaching education programs, and championships. The GMAC is also responsible for the assigning and organization of all the officials' associations. All senior high schools with major competitive sports programs are members of the GMAC (37 schools).

The GMAC has had its own isotonic beverage vending agreement in the past which has provided \$21,000 up front money, a percentage of sales (approximately \$15,000 per year) and in kind merchandise for the sports medicine programs of senior high schools (approximately \$36, 000 per year).

M-DCPS oversees all other aspects of the athletic program. Each senior high school must essentially fundraise to supply monies for its athletic program with the exception of district funds which are provided for stadium rental and security, Title IX expenditures, and reconditioning of equipment. Each school receives approximately \$20,000 for these expenses. Coaching supplements are also paid by the district. The average budget for a senior high school offering a full athletic program (excluding salaries) would be approximately \$150,000. Consequently, schools must fundraise the additional \$130,000 needed per year. Schools have relied heavily on vending to contribute to the dollars needed to fund their athletic programs.

The M-DCPS also offers at each senior high school numerous clubs and activities which must all fundraise to support their activities. There are 51 senior high schools participating in these activities. Vending monies have been used in the past to support these activities as well.

Question: Page four of the RFP references the following sentence in paragraph 5 – "Under an exclusivity agreement, the District intends to ensure that each school principal receives greater service revenue and enhancements annually over previous revenues." Can you provide a low/high range of this extra annual service revenue these high schools have received under past beverage provider contracts? (RFP page 4, fifth paragraph)

Answer: Approximately \$1.4 million. This does not include the GMAC, or commission based vending machines individually negotiated at middle and elementary schools and non-student access centers.

Question: Can the marketing agent solicit contracts with multiple manufacturers?

Answer: Yes

Question: Can an international marketing firm participate?

Answer: Yes, however they must be able to comply with specifications and guidelines.