



Legislation Text

File #: 23-2, **Version:** 1

STRATEGIC PRIORITY: Government Performance & Financial Management

AGENDA DATE: January 11, 2023

COUNCIL DISTRICT(S): N/A

DEPARTMENT: Office of Procurement Services

EXECUTIVE: Jack Ireland

SUBJECT

Authorize a three-year consultant contract for asset marketing and sponsorship consulting services for the Park & Recreation Department - The Superlative Group, Inc., most advantageous proposer of three - Estimated amount of \$249,650 - Financing: General Fund (subject to annual appropriations)

BACKGROUND

This action does not encumber funds; the purpose of a consultant contract is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis according to annual budgetary appropriations. The estimated amount is intended as guidance rather than a cap on spending under the agreement, so that actual need combined with the amount budgeted will determine the amount spent under this agreement.

This consultant contract will provide for asset marketing and sponsorship consulting services for the Park & Recreation Department. The contract will engage the services of a consultant to review, inventory, identify, and evaluate Park & Recreation Department assets for marketing and sponsorship opportunities. The services include the development of mutually beneficial sponsorship contracts that deliver revenue dollars and/or products or services to the Park & Recreational Department in exchange for certain advertising, naming rights, marketing and/or promotional considerations granted by the Park & Recreation Department. This contract also provides commodity line pricing for Citywide Department advertising options.

The total asset marketing and sponsorship revenue share between the Park & Recreation Department and the Contractor shall be a 75%/25% split. The Contractor will earn a 25% commission on all sales with the Park & Recreation Department retaining 75% of secured sponsorship revenue.

A five-member committee from the following departments reviewed and evaluated the qualifications:

- Communications Outreach Marketing (1)
- Office of Environmental, Quality & Sustainability (1)
- Budget and Management Services (1)
- Park & Recreation Department (1)
- Office of Procurement Services (1)*

*The Office of Procurement Services only evaluated the cost and local preference, if applicable.

The committee selected the successful respondent on the basis of demonstrated competence and qualifications under the following criteria:

- Cost 35 points
- Experience, capability, and expertise 30 points
- Overall approach and methodology 25 points
- Revenue 5 points
- Local Preference 5 points

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out email notifications to vendors registered under relevant commodity codes. To further increase competition, the Office of Procurement Services uses historical solicitation information, the Internet, and vendor contact information obtained from user departments to contact additional vendors.

On November 10, 2015, the City Council authorized a living wage policy that requires contractors to pay their employees a “living wage” rate as established annually by the Massachusetts Institute of Technology Living Wage Calculator for Dallas County by Resolution No. 15-2141. The current calculated living wage during the solicitation process of this contract is \$15.21; the selected vendor meets this requirement.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On October 6, 2022, the Park and Recreation Board authorized a three-year consultant contract for asset marketing and sponsorship consulting services for the Park & Recreation Department with The Superlative Group, Inc.

FISCAL INFORMATION

Fund	FY 2023	FY 2024	Future Years
General Fund	\$80,750.00	\$56,300.00	\$112,600.00

M/WBE INFORMATION

In accordance with the City’s Business Inclusion and Development Policy adopted on September 23, 2020, by Resolution No. 20-1430, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Procurement Category	M/WBE Goal
\$249,650.00	Other Services	N/A
M/WBE Subcontracting %	M/WBE Overall %	M/WBE Overall Participation \$
N/A	N/A	N/A
<ul style="list-style-type: none"> • The Business Inclusion and Development Policy does not apply to Other Service contracts. • The Superlative Group, Inc. - Non-local; Workforce - 0.00% Local 		

PROCUREMENT INFORMATION

Method of Evaluation for Award Type:

Request for Competitive Sealed Proposal	<ul style="list-style-type: none"> • Utilized for high technology procurements, insurance procurements, and other goods and services • Recommended offeror whose proposal is most advantageous to the City, considering the relative importance of price, and other evaluation factors stated in the specifications • Always involves a team evaluation • Allows for negotiation on contract terms, including price
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The Office of Procurement Services received the following proposals from solicitation number BPZ-2100017177. We opened them on September 24, 2021. This consultant contract is being awarded in its entirety to the most advantageous proposer.

*Denotes successful proposer

<u>Proposers</u>	<u>Address</u>	<u>Score</u>
*The Superlative Group, Inc.	2843 Franklin Boulevard Cleveland OH 44113	90.00
Entertainment 3Sixty, Inc.	17440 Dallas Parkway Dallas, TX 75287	60.96
D.A.M. Promoters, LLC	2247 East 68th Street Cleveland, OH 44106	Non-responsive

OWNER

The Superlative Group, Inc.

J. Patrick Gallagher, Jr., President