



Interoffice Memorandum

June 10, 2019

TO: Mayor Jerry L. Demings
and the Board of County Commissioners

FROM:  Carrie Mathes, Manager, Procurement Division

CONTACT: John Schmidt, Contract Management Administrator, Orange County
Convention Center
407-685-5822

SUBJECT: Selection of Firm, Request for Proposals Y19-1036-TJ, Digital
Advertising Services Orange County Convention Center

RECOMMENDATION:

Selection of one firm and an alternate to provide Digital Advertising Services Orange County Convention Center, Request for Proposals Y19-1036-TJ, from the following firms listed alphabetically.

Event Technology LLC, dba Etech
Smart City Solutions, LLC

Request authority for the Procurement Division to negotiate and execute a 3-year contract. Further request authorization for the Procurement Division to renew the contract for two additional 1-year terms.

This item was evaluated by the Procurement Committee on May 22, 2019. Commissioner Maribel Gomez Cordero was assigned to the Procurement Committee.

PURPOSE:

The selected contractor will be the exclusive provider to market and provide digital advertising services on permanent displays or temporary mobile displays approved by the Convention Center to external clients (show management and exhibiting companies), internal service vendors, and national, regional, and local organizations on a revenue sharing basis at the Convention Center. The contract also provides for repairs, upgrades, and enhancements or the purchase of equipment and related components, if needed. The projected revenue the Convention Center will receive during the initial contract term is \$480,000.

DISCUSSION:

Three proposals were received in response to this Request for Proposals (RFP), and were evaluated by the Procurement Committee in accordance with the criteria set forth in the RFP. Trans First Media, Inc. scored to low for Board consideration.

Scores from the Procurement Committee's evaluation are attached.


RFP Y19-1036-TJ, DIGITAL ADVERTISING SERVICES ORANGE COUNTY CONVENTION CENTER TERM CONTRACT																
	QUALIFICATION OF STAFF		QUALIFICATION OF FIRM		TECHNICAL APPROACH		LOCATION		REVENUE SHARE PROPOSAL		M/WBE PARTICIPATION		DISPL. WORKER	SDV SUBS	SDV PRIME	TOTAL
WEIGHT:	20		20		20		10		20		10		5	10	5	
POINT STRUCTURE: 1= Poor 4= Above Avg. 2= Below Avg. 5= Excellent 3= Average	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	BONUS POINTS	BONUS POINTS	BONUS POINTS	
FIRM NAME:																
Event Technology LLC, dba Etech	4.00	80.00	5.00	100.00	5.00	100.00	5.00	50.00	4.81	96.25	0	0	0	0	0	426.25
Smart City Solutions, LLC	4.00	80.00	4.00	80.00	4.00	80.00	5.00	50.00	5.00	100.00	3.00	30.00	1	0	0	421.00



Interoffice Memorandum

May 9, 2019

To: Todd Jackson, Senior Purchasing Agent
Procurement Division

FROM: Kesi Warren, Senior Contract Administrator 
Business Development Division

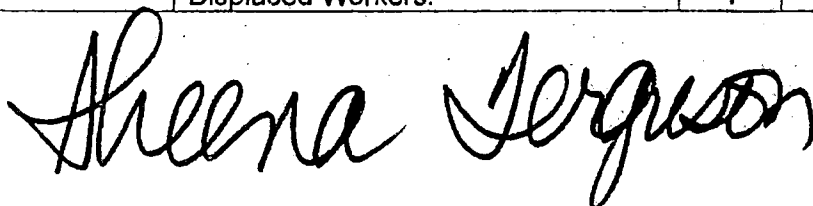
SUBJ: **RFP #Y19-1036-TJ, Digital Advertising Services Orange County Convention Center**

Below are the respondents to the subject RFP with their firm's certified sub-consultants and M/WBE participation score on a 1 – 5 rating:

1.	Trans First Media, Inc.		3 Points
*	None	0%	
	Total M/WBE Participation:	0%	
	EEO Staff	72%	
Bonus Points			
	Service-Disabled Veterans (SDV)	0	
	Displaced Workers:	0	

*The sub, Tezz, Inc. is not a certified Orange County M/WBE. Therefore, the evaluator could not assess points.

2.	Smart City Solutions, LLC		3 Points
	None	0%	
	Total M/WBE Participation:	0%	
	EEO Staff	72%	
Bonus Points			
	Service-Disabled Veterans (SDV)	0	
	Displaced Workers:	1	



3.	Event Technology LLC, dba Etech		0 Points
	None	0%	
	Total M/WBE Participation:	0%	
*	EEO Staff	0%	
Bonus Points			
	Service-Disabled Veterans (SDV)	0	
	Displaced Workers:	0	

*The proposer did not indicate their total workforce (TWF) as outlined on the Equal Opportunity Workforce Schedule form and did not submit any M/WBE sub-consultant utilization. Therefore, the evaluator could not assess points.