



November 15, 2010

MEMORANDUM

TO: District Board of Trustees
FROM: Barbara R. Sloan, President *BRS*
SUBJECT: Grants and Contracts - TCC as Provider

Item Description:

This item requests that the Board approve the receipt of funding for the listed projects.

Overview:

The following are recommended for approval:

I. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

FDOT DUI Statewide Media Campaign – Tombras Group, Inc.

TCC will require a contractual service agreement to purchase paid media spots with pre and post-campaign surveys. This contract will be awarded based upon RFP# 2009-16 which is still in effect for media related to FDOT grants and approved by the Board in October 2009, in which the option to extend the contract for three years will be exercised. The amount of the contract is \$1,161,072, with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2011.

FDOT Professional Sports Marketing Program – Orlando Magic, LTD

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Orlando Magic games at the Amway Arena. The amount of the contract is \$270,000, with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2011.

FDOT Professional Sports Marketing Program – Florida Marlins, LP

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Florida Marlins games. The contract amount is \$252,000, with an indirect cost rate of 8%. The contract period is from the date approval through 9/30/2011.

Salient Facts:

The Board of Trustees has authority to contract with outside agencies for provider management.

Past Actions:

There has been no previous action by the Board on this funding.

Future Actions:

No further activity on the part of the Board is necessary.

Funding/Financial Matters:

N/A

Staff Resource:

Teresa Smith

Recommended Action:

Authorize receipt of funds from the awards and amendments listed above.