



August 19, 2013

MEMORANDUM

TO: District Board of Trustees
FROM: Jim Murdaugh, President 
SUBJECT: Grants and Contracts - Provider

Item Description

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

Overview and Background

The following are recommended for approval:

I. Receipt, Amendment, Extension of Resources

II. Commitments, Expenditures, Contracts for Services

FDOT DUI Statewide Media Campaign – Tombras Group, Inc.

TCC will require contractual service to provide paid media spots through cable television, radio and Twitter to support the "Drive Sober or Get Pulled Over" campaign. This contract will be awarded based upon RFP #2009-16, which is still in effect for media related FDOT grants. The amount of the contract will increase by \$72,148 from \$520,000 to \$592,148. The contract is from 6/26/2013 through 9/30/2013.

Past Actions by the Board

The Board approved the acceptance of the award for the Florida Department of Transportation – DUI Statewide Media Campaign in September 2012. In October 2009 the Board awarded a contract to the Tombras Group, Inc. for paid media. The contract referenced above is based on RFP# 2009-16, in which the option to renew will be granted as the second of three possible extensions. The original Tombras Group, Inc. contract was approved by the Board in June 2013 for \$520,000.

Funding/Financial Implications

The indirect earned from the increase in the contract above will be \$5,772.

Staff Resource

Teresa Smith

Recommended Action

Authorize funding for the contract listed above.