



September 15, 2014

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 projects.

Overview and Background

The following are recommended for approval:

II. Commitments, Expenditures, Contracts for Services

FDOT Major College Sports Marketing – Hurricane Sports Marketing

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified University of Miami sporting events. The contract amount is \$150,000. The contract period is from the date of approval through 9/30/2015.

FDOT Major College Sports Marketing – IMG Sports Marketing (Gators)

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified University of Florida sporting events. The contract amount is \$55,500. The contract period is from the date of approval through 9/30/2015.

FDOT Major College Sports Marketing – IMG Sports Marketing (Seminoles)

This contractual service agreement will provide advertising and promotional benefits to encourage sobriety and responsible driving during specified Florida State University sporting events. The contract amount is \$164,000. The contract period is from the date of approval through 9/30/2015.

FDOT Professional Sports Marketing – Florida Panthers Hockey Club, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Florida Panthers games at the Bank Atlantic Center. The amount of the contract is \$330,000. The contract period is from the date of approval through 9/30/2015.

FDOT Professional Sports Marketing – Sun Life Stadium

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Miami Dolphins games at the Sun Life Stadium. The amount of the contract is \$299,200. The contract period is from the date of approval through 9/30/2015.

FDOT Professional Sports Marketing – Miami HEAT

This contractual service agreement will provide advertising and promotional benefits during the Miami HEAT home games to encourage sobriety and responsible driving. The contract amount is \$200,000. The contract period is from the date of approval through 9/30/2015.

FDOT Professional Sports Marketing – 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 \$250,000. The contract period is from the date of approval through 9/30/2015.

FDOT Professional Sports Marketing – Tampa Bay Arena, L.P.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Tampa Bay Lightning games at the St. Pete Times Forum. The amount of the contract is \$330,000. The contract period is from the date of approval through 9/30/2015.

FDOT Professional Sports Marketing – Tampa Bay Rays, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Tampa Bay Rays games at Tropicana Field. The amount of the contract is \$230,000. The contract period is from date of approval through 9/30/2015.

FDOT DUI Statewide Media Campaign – St. John & Partners

This contractual service agreement provides paid media spots through cable television, radio and Twitter to support the “Drive Sober, Get Pulled Over” Campaign. This contract will be awarded based upon RFP #2014-04, which is in effect for media related FDOT grants. The amount of the contract is \$555,556. The contract period is from the date of approval through 9/30/2015.

FDOT Click It or Ticket Paid Media Campaign – St. John & Partners

This contractual service agreement provides paid media spots through traditional and non-traditional advertisement to support the Click It or Ticket mobilization enforcement periods. This contract will be awarded based upon RFP #2014-04, which is in effect for media related FDOT grants. The amount of contract is \$1,390,000. The contract period is from the date of approval through 9/30/2015.

Past Actions by the Board

In June 2014, the Board awarded a contract to the St. John & Partners. The contract referenced above is based on RFP# 2014-04, which is a one year contract with a renewable annual term of up to five additional years.

Funding/Financial Implications

N/A

Staff Resource

Teresa Smith

Recommended Action

Authorize funding for the contracts listed above.