



October 19, 2009

MEMORANDUM

TO: District Board of Trustees
FROM: William D. Law, Jr., President
SUBJECT: Recommendation for Media Buyer Services

Item Description:

This item is to provide the Board a summary of the results from the College's Request for Proposal (RFP 2009-16) for Media Buyer Services.

Overview:

In May, the College issued an RFP for Media Buyer Services seeking competitive pricing, documented experience and reliable customer service. The College advertised in publications and utilized the State of Florida's vendor bid system to disseminate the request, as well as direct mailing to 14 known vendors.

Salient Facts:

The College received quotes from seven proposers which were reviewed and evaluated. Based on the received quotes, we feel that The Tombras Group proposed the best media buyer services to meet the College's needs.

Past Actions:

There were no previous Board actions required for this initiative.

Future Actions:

No future Board action will be required for this initiative.

Funding/Financial Matters:

Funding for this \$1,031,304.00 project will come from two Florida Department of Transportation Traffic Safety grants approved by the Board in September 2009. The two awards providing funding for this are the Click It or Ticket Media Campaign Project, (providing \$753,526.00), and the Region IV Safety Belt Demonstration Project Challenge (providing \$277,778.00).

Staff Resource:

Teresa Smith

Recommended Action:

Authorize the staff to contract with The Tombras Group to provide media buyer services for two DOT Traffic Safety grants for a period of up to five years, dependent on availability of funding.