



Request for Quote #2017 – 2018 – 2

Billboard Advertising

August 29, 2017

Crime Stoppers of Tampa Bay, Inc., a not for profit organization, is soliciting proposals to provide a digital, rotary billboard based, public awareness campaign aimed at educating the community throughout Hillsborough County about Crime Stoppers of Tampa Bay.

The period of performance of any contract awarded as a result of this *Request for Quote* is tentatively scheduled to begin on or about October 1, 2017, and will be in force through June 30, 2018 the latest.

It is anticipated that *up to \$30,000* shall be budgeted for this project and multiple contracts will be awarded. Crime Stoppers of Tampa Bay, Inc. does not anticipate the selected contractors' involvement beyond June 30, 2018.

However, if Crime Stoppers of Tampa Bay, Inc. determines it is necessary to increase the contractors' involvement, Crime Stoppers of Tampa Bay, Inc. may amend any awarded contract(s) to increase the contractors' involvement.

Such an amendment, if any, to increase or decrease the dollar value and extend the period of performance shall be at the sole discretion of Crime Stoppers of Tampa Bay, Inc.

The quote process is open to individuals or organizations that meet the following minimum criteria:

- Vendor must be incorporated and licensed (if required) to perform work in the State of Florida.
- Vendor must have a minimum of five (5) years of experience proving billboard advertising.
- Vendor must have at least three (3) non-Bidder owned customer references for whom the Vendor has provided similar services during the past thirty-six (36) months preceding the proposal due date.
- Billing must be monthly based on actual services rendered. Pre-payment of services can only be considered if there is a financial benefit to the organization. ie: 5% discount for payment in full.
- Monthly invoices must be transmitted to the organization electronically either via email or through the US Mail.
- Monthly proof of performance reports, if not included in the monthly invoices, must be submitted electronically to the organization no later than the 5th of each month after services are rendered. Proof of performance reports must include the following: dates that each billboard ran during the month and location.
- The organization must receive a digital version of the artwork being run within the first two weeks of the contract.

Vendors who do not meet these minimum qualifications shall be deemed to be non-responsive and will not be evaluated.

The proposal is to be brief but should include:

1. Experience on comparable projects.
2. Names, addresses and telephone numbers of three (3) business references. (Note: This is not necessary if the vendor has contracted with the organization within the past 12 months.
3. Project approach and work plan, to include: number of digital billboards and specific, geographical locations to be utilized for the project. We would like the location of the billboards to rotate to different high-traffic locations every thirty (30) days, in order to have as much coverage as possible.
4. Costs or fees – this should also include all costs for artwork production in applicable and implementation. Artwork will be provided by Crime Stoppers of Tampa Bay, Inc. Please note any goods or services that will be discounted/donated to the organization as part of this proposal and the normal value of such items. Only guaranteed donations will be considered as part of the proposals. Donations that are considered “as space is available” will not be considered. Additionally, the cost per digital billboard per month, per location must be included.

Proposals will be evaluated by Crime Stoppers of Tampa Bay, Inc. based on the response to the information requested above. All four (4) items must be addressed for the proposals to be considered responsive.

The deadline for submission of response is 5:00 p.m. On Tuesday, September 12, 2017.

LATE PROPOSALS WILL NOT BE ACCEPTED AND WILL BE AUTOMATICALLY DISQUALIFIED FROM FURTHER CONSIDERATION.

Proposals are to be e-mailed (preferred) to: Kelly McLaren, Law Enforcement Program Coordinator at kmclaren@hcsotampa.fl.us or mailed to Crime Stoppers of Tampa Bay, Attn: Kelly McLaren, P.O. Box 5766; Tampa, FL 33675.

Vendors assume the risk for the method of delivery chosen. Crime Stoppers of Tampa Bay, Inc. assumes no responsibility for delays caused by any delivery service or for problems with vendor's email. Crime Stoppers of Tampa Bay, Inc. reserves the right at its sole discretion to reject any or all proposals prior to the execution of a contract. This Request for Quote does not obligate Crime Stoppers of Tampa Bay, Inc. to contract for the services specified herein. The final selection, if any, will be the proposal bid that in the opinion of Crime Stoppers of Tampa Bay, Inc. best meets the requirements set forth in the Request for Quote, is in the best interest of the organization and complies with regulations of the Florida Department of Financial Services. Crime Stoppers of Tampa Bay, Inc. is not obligated to select the lowest price proposal. Crime Stoppers of Tampa Bay, Inc. shall not be responsible for any costs associated with a vendor's preparation of a quote in response to this Request for Bid. In submitting a proposal in response to this Request for Quote, the vendor agrees to accept the terms set forth in this Request for Quote.

Any requests for information about this project are to be directed to Kelly McLaren at 813-247-0704 or kmclaren@hcsso.tampa.fl.us.

Thank you for considering this Request for Quote.

Sincerely,

Kelly McLaren

Kelly McLaren, Law Enforcement Program Coordinator
Crime Stoppers of Tampa Bay, Inc.