




November 21, 2011

## MEMORANDUM

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

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### 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 Professional Sports Marketing – Tampa Bay Lightning

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 \$300,000.00 with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2012.

##### FDOT DUI Statewide Media Campaign Labor Day 2012 – Tombras Group, Inc.

TCC will require contractual services to provide paid media spots to support the 2012 Labor Day Impaired Driving Crackdown during the enforcement period. This contract will be awarded based upon RFP #2009-16, which is still in effect for media related FDOT grants, in which the option to extend the contract for three years will be exercised. The amount of the contract is \$648,148, with an indirect cost rate of 8%. The contract is from the date of approval through 9/30/2012.

##### FDOT Click It or Ticket Paid Media Campaign – Tombras Group, Inc.

TCC will require contractual services to provide paid media spots to support the Click It or Ticket mobilization enforcement periods. These contracts will be awarded based upon RFP #2009-16, which is still in effect for media related FDOT grants, in which the option to extend the contract for three years will be exercised. The amount of Contract A, television media, is \$898,542 and the amount of Contract B, radio, gas pump toppers and non-traditional media, is \$459,968, both with an indirect cost rate of 5%. The contract is from the date of approval through 9/30/2012.

### Salient Facts:

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

**Past Actions:**

The Board approved the acceptance of the award for the Florida Department of Transportation – Professional Sports Marketing in September 2011. The contract listed above is authorized under that funding source. The Board approved the acceptance of the award for the Florida Department of Transportation – DUI Statewide Media Campaign Labor Day 2012 and the Florida Department of Transportation – Click It or Ticket Paid Media Campaign in September 2011. In October 2009 the board awarded a contract to the Tombras Group, Inc. The latter two contracts are based on RFP# 2009-16, in which the option to renew will be granted as the second of three possible extensions.

**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 the contracts listed above.