




January 17, 2017

MEMORANDUM

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

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 – 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 \$120,000. The contract period is from 10/11/16 through 9/30/2017.

FDOT Professional Sports Marketing – Clarity Activation

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the professional games at the various stadiums. The amount of the contract is \$100,000. The contract period is from 10/11/16 through 9/30/2017.

Past Actions by the Board

Both agreements were approved in October 2016 for lesser amounts. IMG Sports Marketing was approved for \$100,000. Clarity Activation was approved for \$95,000.

Funding/Financial Implications

The total amount of the source/grants related to these agreements has not changed, so there is not an impact to funding.

Staff Resource

Barbara Wills

Recommended Action

Authorize funding for the contracts listed above.