

Business Operations  
Ofelia San Pedro, Deputy Superintendent

**SUBJECT:           REQUEST AUTHORIZATION TO NEGOTIATE AND ENTER INTO A CONTRACTUAL SERVICES AGREEMENT BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND DD MARKETING, INC., PURSUANT TO REQUEST FOR PROPOSALS NO. 009-GG10 – ADVERTISING SALES AND ADMINISTRATION – EXCLUSIVE BEVERAGE-POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING PROGRAM**

**COMMITTEE:       INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS**

**LINK TO DISTRICT STRATEGIC PLAN: IMPROVE FINANCIAL SERVICES**

Request For Proposals No. 009-GG10 – ADVERTISING SALES AND ADMINISTRATION – EXCLUSIVE BEVERAGE-POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING PROGRAM, which opened on April 19, 2007, is to secure the services of a marketing agent, to generate new revenues and resources through an exclusive beverage-pouring rights partnership arrangement with a major beverage manufacturer, and to administer revenue producing corporate sponsorships and advertising, for Miami-Dade County Public Schools.

A meeting of the Selection Committee was held on April 27, 2007. Six proposals were presented for consideration: DD Marketing, Inc.; Front Row Marketing Services, LP; Mark Alan Sales, Inc.; Gilly Vending, Inc.; Octagon, Inc.; and VendSight, Inc. These proposals were ranked based on the evaluation criteria set forth in the Request For Proposals. Based on these rankings, two firms, DD Marketing, Inc. and Octagon, Inc., were selected for oral presentations, which were held on May 4, 2007. The Committee recommended DD Marketing, Inc., the highest rated proposal.

DD Marketing, Inc. will solicit a partnership with a major beverage company and negotiate a long-term beverage exclusivity arrangement and corporate sponsorship programs, to obtain revenues for beverage-vending operations on District-owned school campuses, adult centers and administrative buildings. The initial contract period will be for five years, with an option to extend for an additional five-year period.

The corporate sponsorship programs will generate funds through the sale of advertising rights, subject to Board approval, in the context of approved educational, inspirational and motivational messages for the benefit of students, parents, District employees, and members of the general public. A study of area businesses will be undertaken to determine their advertising needs and wants. The businesses will benefit by obtaining advertising opportunities, which will result in financial support in the form of cash payments, for educational programs, the Greater Miami Athletic Conference (GMAC), and the athletic sports and physical education programs of Miami-Dade County Public Schools.

DD Marketing, Inc. anticipates that M-DCPS would be able to generate the following revenues over a ten (10) year contract period:

Beverage Contract	\$54 million
Corporate Sponsors	\$10 million
Total Revenue	\$64 million

The fee structure proposed by DD Marketing, Inc. will be a negotiated percentage fee of the M-DCPS revenue, not to exceed 25%, as derived from all payments, services, discounts, etc., received in connection with the exclusive beverage contract and corporate sponsorship programs. There will be no retainer or up-front fees paid to DD Marketing, Inc.

Only beverages meeting the nutritional guidelines as defined in the District's Healthy Beverages and Food Guidelines as part of the District's Wellness Policy, will be approved for sale in the student-access areas of M-DCPS. The student-access areas are defined as senior high schools, middle schools, athletic areas, gymnasiums, vocational sites and all miscellaneous sites where students have access to vending machines. There will be no restrictions for beverages sold in non student-access areas. The non student-access areas are defined as administrative offices, transportation offices, maintenance offices, construction offices, teacher lounges, etc.

Fund Source  
Not Applicable

M/WBE Eligibility  
None

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent of Schools to negotiate and enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and DD Marketing, Inc., pursuant to Request For Proposals No. 009-GG10 – ADVERTISING SALES AND ADMINISTRATION – EXCLUSIVE BEVERAGE-POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING PROGRAM, to secure the services of a marketing agent, to generate new revenues and resources through an exclusive beverage-pouring rights partnership arrangement with a major beverage manufacturer, and to administer revenue-producing sponsorships and advertising, for Miami-Dade County Public Schools, effective May 16, 2007, through May 15, 2012, as follows:

DD MARKETING, INC.  
504 N. GRAND AVENUE  
PUEBLO, CO 81003  
OWNER: DAN DeROSE, PRESIDENT

Highest Rated Proposal

OSP/lja