

Financial Services  
Richard H. Hinds, Chief Financial Officer

**SUBJECT:                   AWARD BID NO. 094-NN04 – AUDIO VISUAL, TELEVISION,  
PHOTOGRAPHIC AND MISCELLANEOUS EQUIPMENT,  
SUPPLIES AND INSTALLATION, CATALOG DISCOUNT**

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

**LINK TO STRATEGIC  
FRAMEWORK:             FINANCIAL EFFICIENCY/STABILITY**

The purpose of this bid is to purchase, at firm discounts and prices, quantities, as may be required, of audio visual, television, photographic and miscellaneous equipment, supplies and installation, for use by Miami-Dade County Public Schools locations. This is a term bid which states that the Board may purchase quantities, as may be required, at the unit price bid, but is not obligated to purchase any guaranteed amount. Twenty (20) vendors responded to the advertised solicitation.

The term of the bid shall be two (2) years from the date of award and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the awardees, be extended for three (3) additional one (1) year periods and, if needed, ninety (90) days beyond the expiration date of the current contract period.

Items 2A, 2B, 3A, 3B, 4A, 4B, 6A, 6B, 14A, 14B, 18A, 18B, 27A, 27B, 28A, 28B, 39A, 39B, 47A, 47B, 48A, 48B, 51A, 51B, 52A, 52B, 54A, 54B, 55A, 55B, 56A, 56B, 59A, 59B, 64A, 64B, 66A, 67A, 67B, 69A, 69B, 73A, 73B, 77A, 77B, 78A, 78B, 85A, 85B, 86A, 86B, 89A, 89B, 90A, 90B, 106A, 106B, 107A, 107B, 111A, 111B, 114A, 114B, 117A, 117B, 119B, 121A, 121B, 124A, 124B, 125A, 125B, 126A, 126B, 127A, 127B, 128A, 128B, 133A, 133B, 137A, 137B, 145A, 145B, 146A, 146B, 147A, 147B, 151A, 151B, 152A, 152B, 159B, 160A, 160B, 161A, 161B, 168A, 168B, 170A, 170B, 176A, 176B, 177A, 177B, 179A, 179B, 181A, 181B, 184A, 184B, 186A and 186B are not being recommended for award, inasmuch as these items were not quoted. Competitive prices will be solicited for these items, as the need arises, pursuant to Board Policy 6320, Purchasing.

Strategies were employed to increase M/WBE & SBE/MBE participation and three (3) M/WBE vendors were awarded.

Identical prices were submitted on items 11, 120 & 180. The recommendation reflects the award of this tie low bid item in accordance with School Policy 6320, Identical Pricing.

Fund Source  
Various

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AWARD** Bid No 094-NN04 – AUDIO VISUAL, TELEVISION, PHOTOGRAPHIC AND MISCELLANEOUS EQUIPMENT, SUPPLIES AND INSTALLATION, CATALOG DISCOUNT, to purchase, at firm discounts and prices, quantities, as may be required, of audio visual, television, photographic and miscellaneous equipment, supplies and installation, for use by Miami-Dade County Public Schools locations, during the term of the bid, effective November 19, 2013, through November 18, 2015, including extensions thereto, as follows:

**PRIMARY**

1. AUDIO ENHANCEMENT  
14241 SOUTH REDWOOD ROAD  
BLUFFDALE, UT 84065  
OWNER: JEFF ANDERSON, C.E.O./PRESIDENT

Low Unit Price: Items 12A and 12B.

2. AUDIO VISUAL INNOVATIONS, INC.  
6301 BENJAMIN ROAD, SUITE 101  
TAMPA, FL 33634  
OWNER: JOHN ZETTEL, C.E.O.

Low Unit Price: Items 80A, 80B, 134A, 134B, 155A, 155B, 167A, 167B, 171A, 171B, 180A and 180B.

3. BOARDS AND MORE, LLC  
3301 N.W. 168 STREET, #B  
MIAMI GARDENS, FL 33056  
OWNER: LUIS SILVI, MANAGER

Low Unit Price: Items 174A and 174B.

4. CAMCOR, INC.  
1830 NORTH UNIVERSITY DRIVE, SUITE 333  
PLANTATION, FL 33322  
OWNER: RAYMOND E. BAILEY, PRESIDENT

Low Unit Price: Items 50A, 50B, 113A, 113B, 175A and 175B.

5. CDW GOVERNMENT, LLC  
230 NORTH MILWAUKEE AVENUE  
VERNON HILLS, IL 60061  
OWNER: THOMAS E. RICHARDS, CHAIRMAN/C.E.O.

Low Unit Price: Items 17A, 17B, 31A, 31B, 131A, 131B, 135A, 135B, 169A and 169B.

6. COLLABORATION SOLUTIONS, INC.  
14025 S.W. 143 COURT, SUITE 27  
MIAMI, FL 33186  
OWNER: JEREMY SHORT, C.E.O.

M/WBE

Low Unit Price: Items 5A, 5B, 9A, 9B, 43A, 43B, 49A, 49B, 57A, 57B, 92A, 92B, 104A, 104B, 142A, 142B, 158A, 158B, 162A, 162B, 173A, 173B, 182A and 182B.

7. MIDTOWN VIDEO, INC.  
4824 S.W. 74 COURT  
MIAMI, FL 33155  
OWNER: KENNETH J. MILLER, PRESIDENT/ C.E.O.

Low Unit Price: Items 1A, 1B, 19A, 19B, 66B, 76A, 76B, 94A, 94B, 96A, 96B, 97A, 97B, 119A and 159A.

8. MULTICOM, INC.  
1076 FLORIDA CENTRAL PARKWAY  
LONGWOOD, FL 32750  
OWNER: SHERMAN MILLER

Low Unit Price: Items 22A and 22B.

9. PLASCO ID  
1501 N.W. 163 STREET  
MIAMI, FL 33169  
OWNER: GEORGE MENDELSON, C.E.O./CHAIRMAN

Low Unit Price: Items 129A and 129B.

10. RICOH USA, INC.  
703 WATERFORD WAY, SUITE 190  
MIAMI, FL 33126  
OWNER: MARTIN BRODIGAN, C.E.O.

Low Unit Price: Items 141A and 141B.

11. SILMAR ELECTRONICS, INC.  
3405 N.W. 113 COURT  
MIAMI, FL 33178  
OWNER: JORGE E. SMITH, PRESIDENT

Low Unit Price: Item 7A, 7B, 37A, 37B, 44A, 44B, 46A, 46B, 70A, 70B, 72A, 72B, 79A, 79B, 108A, 108B, 110A, 110B, 115A, 115B, 123A, 123B, 136A, 136B, 143A, 143B, 185A, 185B, 187A, 187B, 188A, 188B, 189A, 189B, 190A, 190B, 191A, 191B, 192A, 192B, 193A, 193B, 194A, 194B, 195A, 195B, 196A, 196B, 197A, 197B, 198A, 198B, 199A and 199B.

12. SMILEY'S AUDIO-VISUAL, INC.  
2046 EMERALD RIDGE  
LAKELAND, FL 33813  
OWNER: CATHY A. SMILEY, PRESIDENT

Low Unit Price: Items 30A, 30B, 36A, 36B, 40A, 40B, 45A, 45B, 53A, 53B, 62A, 62B, 84A, 84B, 87A, 87B, 101A, 101B, 103A, 103B, 105A, 105B, 118A, 118B, 120A, 120B, 154A, 154B, 172A and 172B.

13. TRANSWORLD SERVICES, INC.  
2025 N.W. 102 AVENUE, UNIT 101  
MIAMI, FL 33172  
OWNER: NORMA DE MIGUEL, VICE PRESIDENT

M/WBE

Low Unit Price: Items 34A, 34B, 91A, 91B, 139A and 139B.

14. TROXELL COMMUNICATIONS, INC.  
11110 WEST OAKLAND PARK BOULEVARD, #378  
FORT LAUDERDALE, FL 33351  
OWNER: TROXELL HOLDING CORPORATION

Low Unit Price: Items 11A, 11B, 20A, 20B, 21A, 21B, 24A, 24B, 26A, 26B, 29A, 29B, 32A, 32B, 33A, 33B, 38A, 38B, 58A, 58B, 63A, 63B, 68A, 68B, 74A, 74B, 75A, 75B, 82A, 82B, 83A, 83B, 88A, 88B, 98A, 98B, 99A, 99B, 100A, 100B, 102A, 102B, 109A, 109B, 112A, 112B, 116A, 116B, 122A, 122B, 132A, 132B, 144A, 144B, 148A, 148B, 156A, 156B, 157A, 157B, 163A, 163B, 164A, 164B, 165A, 165B, 166A, 166B 183A and 183B.

15. UNITED DATA TECHNOLOGIES  
8825 N.W. 21 TERRACE  
DORAL, FL 33172  
OWNER: ENRIQUE FLECHES, C.E.O.

M/WBE

Low Unit Price: Items 71A and 71B.

16. VISIONWORX, LLC  
D.B.A. CCS PRESENTATION SYSTEMS  
5530 SOUTH FLORIDA MINING BOULEVARD  
JACKSONVILLE, FL 32257  
OWNER: JOHN DOSTER, PRESIDENT/C.E.O.

Low Unit Price: Items 10A, 10B, 13A, 13B, 15A, 15B, 16A, 16B, 23A, 23B, 25A, 25B, 65A, 65B, 81A, 81B, 130A, 130B, 138A, 138B, 140A, 140B, 153A and 153B.

17. XEROX AUDIO VISUAL SOLUTIONS  
15712 S.W. 41 STREET, SUITE 11  
DAVIE, FL 33331  
OWNER: JOHN SCHWEIZER, PRESIDENT/C.E.O.

Low Unit Price: Items 8A, 8B, 35A, 35B, 41A, 41B, 42A, 42B, 60A, 60B, 61A, 61B, 93A, 93B, 95A, 95B, 149A, 149B, 150A, 150B, 178A and 178B.

## ALTERNATE

18. AUDIO VISUAL INNOVATIONS, INC.  
6301 BENJAMIN ROAD, SUITE 101  
TAMPA, FL 33634  
OWNER: JOHN ZETTEL, C.E.O.

Low Unit Price: Items 22A, 22B, 24A, 24B, 25A, 25B, 83A, 83B, 95A, 95B, 102A, 102B, 140A, 140B, 156A, 156B, 180A, 180B, 183A and 183B.

19. CDW GOVERNMENT, LLC  
230 NORTH MILWAUKEE AVENUE  
VERNON HILLS, IL 60061  
OWNER: THOMAS E. RICHARDS, CHAIRMAN/C.E.O.

Low Unit Price: Items 60A and 60B.

20. COLLABORATION SOLUTIONS, INC.  
14025 S.W. 143 COURT, SUITE 27  
MIAMI, FL 33186  
OWNER: JEREMY SHORT, C.E.O.

M/WBE

Low Unit Price: Items 36A, 36B, 42A, 42B, 65A, 65B, 68A, 68B, 81A, 81B, 88A, 88B, 138A, 138B, 142A and 142B.

21. MIDTOWN VIDEO, INC.  
4824 S.W. 74 COURT  
MIAMI, FL 33155  
OWNER: KENNETH J. MILLER, PRESIDENT/ C.E.O.

Low Unit Price: Items 15A, 15B, 20A, 20B, 43A, 43B, 63A, 63B, 82A, 82B, 123A, 123B, 164A, 164B, 174A, 174B, 180A and 180B.

22. MULTICOM, INC.  
1076 FLORIDA CENTRAL PARKWAY  
LONGWOOD, FL 32750  
OWNER: SHERMAN MILLER

Low Unit Price: Items 104A, 104B, 169A and 169B.

23. RGB SYSTEMS INC.  
D.B.A. EXTRON ELECTRONICS  
1025 EAST BALL ROAD  
ANAHEIM, CA 92805  
OWNER: ANDREW EDWARDS, C.E.O./PRESIDENT

Low Unit Price: Items 61A and 61B.

24. SCHOOL SPECIALITY, INC.  
100 PARAGON PARKWAY  
MANSFIELD, OH 44903  
OWNER: MICHAEL P. LAVELLE, PRESIDENT

Low Unit Price: Items 105A, 105B, 116A and 116B.

25. SILMAR ELECTRONICS, INC.  
3405 NW 113 COURT  
MIAMI, FL 33178  
OWNER: JORGE E. SMITH, PRESIDENT

**Low Unit Price:** Items 120A and 120B.

26. SMILEY'S AUDIO-VISUAL, INC.  
2046 EMERALD RIDGE  
LAKELAND, FL 33813  
OWNER: CATHY A. SMILEY, PRESIDENT

Low Unit Price: Items 5A, 5B, 12A, 12B, 21A, 21B, 26A, 26B, 38A, 38B, 50A, 50B, 58A, 58B, 98A, 98B, 122A and 122B.

27. TRANSWORLD SERVICES, INC.  
2025 N.W. 102 AVENUE, UNIT 101  
MIAMI, FL 33172  
OWNER: NORMA DE MIGUEL, VICE PRESIDENT

M/WBE

Low Unit Price: Items 31A, 31B, 32A, 32B, 34A, 34B, 109A and 109B.

28. TROXELL COMMUNICATIONS, INC.  
11110 WEST OAKLAND PARK BOULEVARD, #378  
FORT LAUDERDALE, FL 33351  
OWNER: TROXELL HOLDING CORPORATION

Low Unit Price: Items 10A, 10B, 13A, 13B, 17A, 17B, 45A, 45B, 53A, 53B, 80A, 80B, 84A, 84B, 87A, 87B, 91A, 91B, 92A, 92B, 96A, 96B, 101A, 101B, 118A, 118B, 149A, 149B, 155A, 155B, 175A, 175B, 178A and 178B.

29. UNITED DATA TECHNOLOGIES  
8825 N.W. 21 TERRACE  
DORAL, FL 33172  
OWNER: ENRIQUE FLECHES, C.E.O.

M/WBE

Low Unit Price: Items 135A and 135B.

30. VISIONWORX, LLC  
D.B.A. CCS PRESENTATION SYSTEMS  
5530 SOUTH FLORIDA MINING BOULEVARD  
JACKSONVILLE, FL 32257  
OWNER: JOHN DOSTER, PRESIDENT/C.E.O.

Low Unit Price: Items 8A, 8B, 34A, 34B, 35A, 35B, 40A, 40B, 41A, 41B, 60A, 60B, 93A, 93B, 132A, 132B, 157A, 157B, 162A and 162B.

31. XEROX AUDIO VISUAL SOLUTIONS  
15712 S.W. 41 STREET, SUITE 11  
DAVIE, FL 33331  
OWNER: JOHN SCHWEIZER, PRESIDENT/C.E.O.

Low Unit Price: Items 9A, 9B, 23A, 23B, 29A, 29B, 30A, 30B, 33A, 33B, 49A, 49B, 57A, 57B, 71A, 71B, 74A, 74B, 75A, 75B, 99A, 99B, 112A, 112B, 130A, 130B, 136A, 136B, 148A, 148B, 153A, 153B, 158A, 158B, 163A, 163B, 165A, 165B, 171A, 171B, 173A, 173B, 182A and 182B.



**ACCEPT** the Primary and Alternate vendors to perform additional services.

AUDIO ENHANCEMENT  
14241 SOUTH REDWOOD ROAD  
BLUFFDALE, UT 84065  
OWNER: JEFF ANDERSON, PRESIDENT/C.E.O.

Installation: Hourly labor rate @ \$75.  
Installation Supplies markup @ 5%.  
Programming: Hourly labor rate @ \$75.  
Training: Hourly labor rate @ \$45.

AUDIO VISUAL INNOVATIONS, INC.  
6301 BENJAMIN ROAD, SUITE 101  
TAMPA, FL 33634  
OWNER: JOHN ZETTEL, C.E.O.

Installation: Hourly labor rate @ \$70.  
Installation Supplies markup @ 20%.  
Programming: Hourly labor rate @ \$90.  
Training: Hourly labor rate @ \$80.

BOARDS AND MORE, LLC  
3301 N.W. 168 STREET, #B  
MIAMI GARDENS, FL 33056  
OWNER: LUIS SILVI, MANAGER

Installation: Hourly labor rate @ \$200.  
Installation Supplies markup @ 0%.  
Programming: Hourly labor rate @ \$75.  
Training: Hourly labor rate @ \$125.

CDW GOVERNMENT, LLC  
230 NORTH MILWAUKEE AVENUE  
VERNON HILLS, IL 60061  
OWNER: THOMAS E. RICHARDS, CHAIRMAN/C.E.O.

Installation: Hourly labor rate @ \$94.  
Installation Supplies markup @ 10-30%.  
Programming: Hourly labor rate @ \$150.  
Training: Hourly labor rate @ \$94.

COLLABORATION SOLUTIONS, INC.  
14025 S.W. 143 COURT, SUITE 27  
MIAMI, FL 33186  
OWNER: JEREMY SHORT, C.E.O.

M/WBE

Installation: Hourly labor rate @ \$75.  
Installation Supplies markup @ 8%.  
Programming: Hourly labor rate @ \$80.  
Training: Hourly labor rate @ \$50.

EDCO - EDUCATION CONSULTANTS, INC  
224 BROWN INDUSTRIAL PARKWAY, SUITE 101  
CANTON, GA 30114  
OWNER: DAVID GORDON ALLEN, C.E.O.

Installation: Hourly labor rate @ \$150.  
Installation Supplies markup @ 10%.  
Programming: Hourly labor rate @ \$100.  
Training: Hourly labor rate @ \$100.

MIDTOWN VIDEO, INC.  
4824 S.W. 74 COURT  
MIAMI, FL 33155  
OWNER: KENNETH J. MILLER, PRESIDENT/C.E.O.

Installation: Hourly labor rate @ \$175.  
Installation Supplies markup @ 20%.  
Programming: Hourly labor rate @ \$175.  
Training: Hourly labor rate @ \$175.

PLASCO ID  
1501 N.W. 163 STREET  
MIAMI, FL 33169  
OWNER: GEORGE MENDELSON, C.E.O./CHAIRMAN

Installation: Hourly labor rate @ \$150.  
Programming: Hourly labor rate @ \$150.

RICOH USA, INC.  
703 WATERFORD WAY, SUITE 190  
MIAMI, FL 33126  
OWNER: MARTIN BRODIGAN, C.E.O.

Installation: Hourly labor rate @ \$120.  
Installation Supplies markup @ 25%.  
Programming: Hourly labor rate @ \$185.  
Training: Hourly labor rate @ \$120.

SCHOOL SPECIALTY, INC.  
100 PARAGON PARKWAY  
MANSFIELD, OH 44903  
OWNER: MICHAEL P. LAVELLE, PRESIDENT

Installation: Hourly labor rate @ \$35.  
Installation Supplies markup @ 15%.

SILMAR ELECTRONICS, INC.  
3405 NW 113 COURT  
MIAMI, FL 33178  
OWNER: JORGE E. SMITH, PRESIDENT

Programming: Hourly labor rate @ \$75.  
Training: Hourly labor rate @ \$50.

TRANSWORLD SERVICES, INC.  
2025 N.W. 102 AVENUE, UNIT 101  
MIAMI, FL 33172  
OWNER: NORMA DE MIGUEL, VICE PRESIDENT

M/WBE

Installation: Hourly labor rate @ \$35-\$95.

TROXELL COMMUNICATIONS, INC.  
11110 WEST OAKLAND PARK BOULEVARD, #378  
FORT LAUDERDALE, FL 33351  
OWNER: TROXELL HOLDING CORPORATION

Installation: Hourly labor rate @ \$100.  
Installation Supplies markup @ 35%.  
Programming: Hourly labor rate @ \$150.  
Training: Hourly labor rate @ \$100.

UNITED DATA TECHNOLOGIES  
8825 NW 21 TERRACE  
DORAL, FL 33172  
OWNER: ENRIQUE FLECHES, C.E.O.

M/WBE

Installation: Hourly labor rate @ \$65.  
Installation Supplies markup @ 35%.  
Programming: Hourly labor rate @ \$85.  
Training: Hourly labor rate @ \$125.

VISIONWORX, LLC  
D.B.A. CCS PRESENTATION SYSTEMS  
5530 SOUTH FLORIDA MINING BOULEVARD  
JACKSONVILLE, FL 32257  
OWNER: JOHN DOSTER, PRESIDENT/ C.E.O.

Installation: Hourly labor rate @ \$65.  
Installation Supplies markup @ 10%.  
Programming: Hourly labor rate @ \$75.  
Training: Hourly labor rate @ \$100.

XEROX AUDIO VISUAL SOLUTIONS  
15712 S.W. 41 STREET, SUITE 11  
DAVIE, FL 33331  
OWNER: JOHN SCHWEIZER, PRESIDENT/C.E.O.

Installation: Hourly labor rate @ \$80.  
Installation Supplies markup @ 5%.  
Programming: Hourly labor rate @ \$100.  
Training: Hourly labor rate @ \$90.

32. Reject Items 2A, 2B, 3A, 3B, 4A, 4B, 6A, 6B, 14A, 14B, 18A, 18B, 27A, 27B, 28A, 28B, 39A, 39B, 47A, 47B, 48A, 48B, 51A, 51B, 52A, 52B, 54A, 54B, 55A, 55B, 56A, 56B, 59A, 59B, 64A, 65B, 66A, 67A, 67B, 69A, 69B, 73A, 73B, 77A, 77B, 78A, 78B, 85A, 85B, 86A, 86B, 89A, 89B, 90A, 90B, 106A, 106B, 107A, 107B, 111A, 111B, 114A, 114B, 117A, 117B, 119B, 121A, 121B, 124A, 124B, 125A, 125B, 126A, 126B, 127A, 127B, 128A, 128B, 133A, 133B, 137A, 137B, 145A, 145B, 146A, 146B, 147A, 147B, 151A, 151B, 152A, 152B, 159B, 160A, 160B, 161A, 161B, 168A, 168B, 170A, 170B, 176A, 176B, 177A, 177B, 179A, 179B, 181A, 181B, 184A, 184B, 186A and 186B.

33. Authorize Procurement Management Services to purchase up to the total estimated amount of \$50,000,000, for the initial contract term, and an amount not to exceed \$25,000,000 for each subsequent extension period. Board authorization of this recommendation does not mean the amount shown will be expended.

RHH/mh