



REVISED

AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE Jun 28 2016 9:00AM - Special Meeting

Special Order Request
 Yes No

ITEM No.:
4.

AGENDA ITEM SUPERINTENDENT'S RECOMMENDATION

Time

CATEGORY Superintendent's Recommendation

Open Agenda
 Yes No

DEPARTMENT Procurement & Warehousing Services

TITLE:
RFP Renewal and Additional Spending Authority - 14-036N Adult Workforce Education Advertising Agency

REQUESTED ACTION:
Approve the contract renewal for above contract. Contract Term: July 1, 2016, through June 30, 2017, 1 Year; User Department: Career, Technical, Adult, and Community Ed; New Award Amount: \$5,684,301; Awarded Vendor(s): ~~Omni Advertising, Inc.~~ **Omni Automotive South, Inc.**; Minority/Women Business Enterprise Vendor(s): None

SUMMARY EXPLANATION AND BACKGROUND:
The School Board of Broward County, Florida, received four (4) bids for Request for Proposals (RFP) 14-036N - Adult Workforce Education Advertising Agency Services and was awarded on August 6, 2013. The term of this contract is from August 6, 2013, through June 30, 2016, with two (2) one-year renewals. This request is to approve the first renewal of this RFP.
A copy of the RFP documents are available online at:
http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult_Workforce_Edu_Advertising_Agency_Svcs.pdf
This Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

SCHOOL BOARD GOALS:
 Goal 1: High Quality Instruction Goal 2: Continuous Improvement Goal 3: Effective Communication

FINANCIAL IMPACT:
The estimated financial impact to the District will be \$1,400,000 for the renewal period. The funding source will come from the Workforce Development Fund. The financial impact represents an estimated contract value; however, the amount authorized will not exceed the amount awarded.

EXHIBITS: (List)
(1) Executive Summary (2) Agreement (3) Approved ARF 8-6-2013 RSBM EE-1 (4) Approved ARF 1-20-2016 RSBM EE-2 (5) Financial Analysis Worksheet (6) Surveys

BOARD ACTION:
APPROVED
(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:
Name: Jeanette Johnson Phone: 754-321-5757
Name: Mary C. Coker Phone: 754-321-0501

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Senior Leader & Title

Maurice L. Woods - Chief Strategy & Operations Officer

Signature
Maurice Woods
6/27/2016, 5:40:13 PM

Approved In Open Board Meeting On:

JUN 28 2016

By: *Rosalind Ornelas*
School Board Chair

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
OFFICE OF THE SUPERINTENDENT

ROBERT W. RUNCIE
SUPERINTENDENT OF SCHOOLS

Telephone: (754) 321-2600

Facsimile: (754) 321-2701

June 27, 2016

TO: School Board Members

FROM: Maurice L. Woods *MLW*
Chief Strategy & Operations Officer

VIA: Robert W. Runcie *RWR*
Superintendent of Schools

SUBJECT: **REVISION TO ITEM 4, RFP RENEWAL AND ADDITIONAL SPENDING
AUTHORITY – 14-036N ADULT WORKFORCE EDUCATION ADVERTISING
AGENCY, FOR THE JUNE 28, 2016, SPECIAL SCHOOL BOARD MEETING**

Item 4, RFP Renewal and Additional Spending Authority – 14-036N – Adult Workforce Education Advertising Agency, for the June 28, 2016, Special School Board Meeting, was revised as outlined below:

- **Revisions to the Requested Action**

RWR/MLW/MCC:dm
Attachment

cc: Senior Leadership Team

EXECUTIVE SUMMARY

RFP Renewal and Additional Spending Authority RFP 14-036N – Adult Workforce Education Advertising Agency Services

This RFP provides comprehensive marketing services (creative development, media buys across multiple platforms, social media and search engine marketing and optimization, and data tracking) for Broward's Workforce Education schools –three (3) Broward technical colleges, two community schools, and three adult centers. The services are vital to allow Broward's Workforce Education (WFE) programs to increase public awareness in a market filled with many competing, often for-profit, adult and career education providers. Each year of this contract, the Workforce Education Marketing Committee establishes a budget for the year, reviews the expenditures on a monthly basis, and approves all expenses for WKE marketing efforts purchased under this RFP. The Committee also receives monthly reports tracking Return On Investment (ROI), and adjusts planned expenses or media buys for the next month, based on that data.

On August 6, 2013, The School Board approved the award of RFP 14-036N – Adult Workforce Education Advertising Agency Services, to Omni Advertising, Inc. The original contract was set at a maximum value of \$4,200,000 over three years, with a projected maximum expense of \$1,400,000 each year, with an option to extend for two additional one-year periods. On January 20, 2016, we increased the contract value to \$4,284,301 due to additional spending on the contract. The entire amount of the contract is funded via Workforce Education, in compliance with statutory obligation to use such funding for support of WKE programs, with no grant or K-12 dollars used to support these efforts.

In March 2016, the Workforce Education Marketing Committee voted unanimously to recommend a one-year extension of this award, citing the following reasons: quality creative product; comprehensive services and expertise; vendor accessibility, communication, and responsiveness; comprehensive ROI analytics; competitive pricing and industry purchasing power; and familiarity with the unique needs and programs of workforce education.

Although ROI metrics vary monthly, on the whole these metrics have improved over the course of the award period, while total cost has remained consistent (\$1,400,000 annually). Television, radio, billboard, email, mailers, web-based, and social media-based advertising are all purchased, reviewed, and adjusted monthly. During the award period, Omni recommended, and the Workforce Advertising Committee approved, the introduction of innovative streaming radio and more aggressive web-based (search engine marketing) promotion, both of which have generated impressive results. Omni Advertising, Inc., has also provided multiple redesigns of the Technical Colleges' and Community Schools' websites, including recent website launches designed to significantly improve the sites' search engine optimization.

AGREEMENT

THIS AGREEMENT is made and entered into as of this 28th day of June, 2016,
by and between

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

(hereinafter referred to as "SBBC"),
a body corporate and political subdivision of the State of Florida,
whose principal place of business is
600 Southeast Third Avenue, Fort Lauderdale, Florida 33301

and

OMNI AUTOMOTIVE SOUTH, INC.

(hereinafter referred to as "OMNI or VENDOR"),
whose principal place of business is
622 Banyan Trail, Suite 300
Boca Raton, Florida 33431.

WHEREAS, SBBC issued a Request for Proposal identified as RFP 14-036N – Adult Workforce Education Advertising Agency (hereinafter referred to as "RFP"), and dated August 6, 2013, for the purpose of receiving proposals for Adult Workforce Education Advertising Agency; and

WHEREAS, OMNI offered a proposal dated July 10, 2013, (hereinafter referred to as "Proposal") which is incorporated by reference herein, in response to this RFP; and

WHEREAS, OMNI was awarded a contract under RFP through June 30, 2016, which permits two (2) one-year renewals and an additional extension for up to 180 days beyond the expiration date of the renewal period; and

WHEREAS, OMNI will enter into a one-year renewal from July 1, 2016, through June 30, 2017; and

WHEREAS, OMNI is willing to advertise and media plan to increase the enrollment and awareness of Career, Technical and Adult/Community Education, Workforce Broward and Continuing Education Programs; and

WHEREAS, OMNI is willing to provide professional advertising services utilizing a media mix of outdoor, television (cable or broadcast), video, radio, print, direct mail, grassroots initiatives, internet, etc, and oversee the marketing efforts on behalf of the above entities in conjunction with the Marketing Plan Mission; and

NOW, THEREFORE, in consideration of the premises and of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

ARTICLE 1 - RECITALS

1.01 **Recitals.** The parties agree that the foregoing recitals are true and correct and that such recitals are incorporated herein by reference

2.01 **Term of Agreement.** Unless terminated earlier pursuant to Section 3.05 of this Agreement, this contract shall be renewed from **July 1, 2016**, through **June 30, 2017**. This contract may be extended for an additional year, and if needed, up to 180 days beyond the expiration date of the renewal period.

2.02 **Priority of Documents.** In the event of a conflict between documents, the following priority of documents shall govern.

First: This Agreement, then;
Second: Addendum No. 2, then;
Third: Addendum No. 1, then;
Fourth: RFP 14-036N, Adult Workforce Education Advertising Agency, then;
Fifth: Proposal submitted in response to the RFP by VENDOR

2.03 **Cost of Services.** SBBC shall pay VENDOR for services rendered under this Agreement in a Purchase Order for \$1,400,000/year upon completion and verification of services rendered. This PO is all-inclusive for the entire renewal year.

2.04 **Services:** VENDOR will provide SBBC with services as proposed in its Proposal and in compliance with this Agreement and the RFP and its Addenda.

ARTICLE 2 – SPECIAL CONDITIONS

2.01 **Inspection of OMNI Records by SBBC.** OMNI shall establish and maintain books, records and documents (including electronic storage media) sufficient to reflect all income and expenditures of funds provided by SBBC under this Agreement. All OMNI Records, regardless of the form in which they are kept, shall be open to inspection and subject to audit, inspection, examination, evaluation and/or reproduction, during normal working hours, by SBBC's agent or its authorized representative to permit SBBC to evaluate, analyze and verify the satisfactory performance of the terms and conditions of this Agreement and to evaluate, analyze and verify any and all invoices, billings, payments and/or claims submitted by OMNI or any of OMNI payees pursuant to this Agreement. OMNI Records subject to examination shall include, without limitation, those records necessary to evaluate and verify direct and indirect costs (including overhead allocations) as they may apply to costs associated with this Agreement. OMNI Records subject to this section shall include any and all documents pertinent to the evaluation, analysis, verification and reconciliation of any and all expenditures under this Agreement without regard to funding sources.

(a) **OMNI Records Defined.** For the purposes of this Agreement, the term "OMNI Records" shall include, without limitation, and any supporting documents that would substantiate, reconcile or refute any charges and/or expenditures related to this Agreement.

(b) Duration of Right to Inspect. For the purpose of such audits, inspections, examinations, evaluations and/or reproductions, SBBC's agent or authorized representative shall have access to *OMNI* Records from the effective date of this Agreement, for the duration of the term of this Agreement, and until the later of five (5) years after the termination of this Agreement or five (5) years after the date of final payment by SBBC to *OMNI* pursuant to this Agreement.

(c) Notice of Inspection. SBBC's agent or its authorized representative shall provide *OMNI* reasonable advance notice (not to exceed two (2) weeks) of any intended audit, inspection, examination, evaluation and or reproduction.

(d) Audit Site Conditions. SBBC's agent or its authorized representative shall have access to *OMNI* facilities and to any and all records related to this Agreement, and shall be provided adequate and appropriate work space in order to exercise the rights permitted under this section.

(e) Failure to Permit Inspection. Failure by *OMNI* to permit audit, inspection, examination, evaluation and/or reproduction as permitted under this Section shall constitute grounds for termination of this Agreement by SBBC for cause and shall be grounds for the denial of some or all of any *OMNI* claims for payment by SBBC.

(f) Overcharges and Unauthorized Charges. If an audit conducted in accordance with this Section discloses overcharges or unauthorized charges to SBBC by *OMNI* in excess of two percent (2%) of the total billings under this Agreement, the actual cost of SBBC's audit shall be paid by *OMNI*. If the audit discloses billings or charges to which *OMNI* is not contractually entitled, *OMNI* shall pay said sum to SBBC within twenty (20) days of receipt of written demand under otherwise agreed to in writing by both parties.

(g) Inspection of Subcontractor's Records. *OMNI* shall require any and all subcontractors, insurance agents and material suppliers (hereafter referred to as "Payees") providing services or goods with regard to this Agreement to comply with the requirements of this section by insertion of such requirements in any written subcontract. Failure by *OMNI* to include such requirements in any subcontract shall constitute grounds for termination of this Agreement by SBBC for cause and shall be grounds for the exclusion of some or all of any Payee's costs from amounts payable by SBBC to *OMNI* pursuant to this Agreement and such excluded costs shall become the liability of *OMNI*.

(h) Inspector General Audits. *OMNI* shall comply and cooperate immediately with any inspections, reviews, investigations, or audits deemed necessary by the Florida Office of the Inspector General or by any other state or federal officials.

2.02 Notice. When any of the parties desire to give notice to the other, such notice must be in writing, sent by U.S. Mail, postage prepaid, addressed to the party for whom it is intended at the place last specified; the place for giving notice shall remain such until it is changed by written notice in compliance with the provisions of this paragraph. For the present, the Parties designate the following as the respective places for giving notice:

To SBBC: Superintendent of Schools
The School Board of Broward County, Florida
600 Southeast Third Avenue
Fort Lauderdale, Florida 33301

With a Copy to: McFatter Technical College, Director
6500 Nova Drive
Davie, FL 33317

With a Copy to: Ms. Gail Yaciuk
Omni Advertising, Inc.
622 Banyan Trail, Suite 300
Boca Raton, FL 33431

2.03 **Background Screening:** *OMNI* agrees to comply with all requirements of Sections 1012.32 and 1012.465, Florida Statutes, and all of its personnel who (1) are to be permitted access to school grounds when students are present, (2) will have direct contact with students, or (3) have access or control of school funds, will successfully complete the background screening required by the referenced statutes and meet the standards established by the statutes. This background screening will be conducted by SBBC in advance of *OMNI* or its personnel providing any services under the conditions described in the previous sentence. *OMNI* shall bear the cost of acquiring the background screening required by Section 1012.32, Florida Statutes, and any fee imposed by the Florida Department of Law Enforcement to maintain the fingerprints provided with respect to *OMNI* and its personnel. The parties agree that the failure of *OMNI* to perform any of the duties described in this section shall constitute a material breach of this Agreement entitling SBBC to terminate immediately with no further responsibilities or duties to perform under this Agreement. *OMNI* agrees to indemnify and hold harmless SBBC, its officers and employees from any liability in the form of physical or mental injury, death or property damage resulting from *OMNI* failure to comply with the requirements of this Section or with Sections 1012.32 and 1012.465, Florida Statutes.

ARTICLE 3 – GENERAL CONDITIONS

3.01 **No Waiver of Sovereign Immunity.** Nothing herein is intended to serve as a waiver of sovereign immunity by any agency or political subdivision to which sovereign immunity may be applicable or of any rights or limits to liability existing under Section 768.28, Florida Statutes. This section shall survive the termination of all performance or obligations under this Agreement and shall be fully binding until such time as any proceeding brought on account of this Agreement is barred by any applicable statute of limitations.

3.02 **No Third Party Beneficiaries.** The parties expressly acknowledge that it is not their intent to create or confer any rights or obligations in or upon any third person or entity under this Agreement. None of the parties intend to directly or substantially benefit a third party by this Agreement. The parties agree that there are no third party beneficiaries to this Agreement and that no third party shall be entitled to assert a claim against any of the parties based upon this Agreement. Nothing herein shall be construed as consent by an agency or political subdivision of the State of Florida to be sued by third parties in any matter arising out of any contract.

3.03 **Independent Contractor.** The parties to this agreement shall at all times be acting in the capacity of independent contractors and not as an officer, employee or agent of one

another. Neither party or its respective agents, employees, subcontractors or assignees shall represent to others that it has the authority to bind the other party unless specifically authorized in writing to do so. No right to SBBC retirement, leave benefits or any other benefits of SBBC employees shall exist as a result of the performance of any duties or responsibilities under this Agreement. SBBC shall not be responsible for social security, withholding taxes, contributions to unemployment compensation funds or insurance for the other party or the other party's officers, employees, agents, subcontractors or assignees.

3.04 **Equal Opportunity Provision.** The parties agree that no person shall be subjected to discrimination because of age, race, color, disability, gender identity, gender expression marital status, national origin, religion, sex or sexual orientation in the performance of the parties' respective duties, responsibilities and obligations under this Agreement.

3.05 **Termination.** This Agreement may be canceled with or without cause by SBBC during the term hereof upon thirty (30) days written notice to the other parties of its desire to terminate this Agreement. SBBC shall have no liability for any property left on SBBC's property by any party to this Agreement after the termination of this Agreement. Any party contracting with SBBC under this Agreement agrees that any of its property placed upon SBBC's facilities pursuant to this Agreement shall be removed within ten (10) business days following the termination, conclusion or cancellation of this Agreement and that any such property remaining upon SBBC's facilities after that time shall be deemed to be abandoned, title to such property shall pass to SBBC, and SBBC may use or dispose of such property as SBBC deems fit and appropriate.

3.06 **Default.** The parties agree that, in the event that either party is in default of its obligations under this Agreement, the non-defaulting party shall provide to the defaulting party (30) days written notice to cure the default. However, in the event said default cannot be cured within said thirty (30) day period and the defaulting party is diligently attempting in good faith to cure same, the time period shall be reasonably extended to allow the defaulting party additional cure time. Upon the occurrence of a default that is not cured during the applicable cure period, this Agreement may be terminated by the non-defaulting party upon thirty (30) days' notice. This remedy is not intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy now or hereafter existing at law or in equity or by statute or otherwise. No single or partial exercise by any party of any right, power, or remedy hereunder shall preclude any other or future exercise thereof. Nothing in this section shall be construed to preclude termination for convenience pursuant to Section 3.05.

3.07 **Annual Appropriation.** The performance and obligations of SBBC under this Agreement shall be contingent upon an annual budgetary appropriation by its governing body. If SBBC does not allocate funds for the payment of services or products to be provided under this Agreement, this Agreement may be terminated by SBBC at the end of the period for which funds have been allocated. SBBC shall notify the other party at the earliest possible time before such termination. No penalty shall accrue to SBBC in the event this provision is exercised, and SBBC shall not be obligated or liable for any future payments due or any damages as a result of termination under this section.

3.08 **Excess Funds.** Any party receiving funds paid by SBBC under this Agreement agrees to promptly notify SBBC of any funds erroneously received from SBBC upon the discovery of such erroneous payment or overpayment. Any such excess funds shall be

refunded to SBBC with interest calculated from the date of the erroneous payment or overpayment. Interest shall be calculated using the interest rate for judgments under Section 55.03, Florida Statutes, applicable at the time the erroneous payment or overpayment was made by SBBC.

3.09 **Public Records.** Pursuant to Section 119.0701, Florida Statutes, any party contracting with SBBC is required to (a) keep and maintain available for public inspection any records that pertain to services rendered under this Agreement; (b) provide the public with access to public records on the same terms and conditions that SBBC would provide such records and at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes or as otherwise provided by law; (c) ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law; and (d) meet all requirements for retaining public records and transfer, at no cost to SBBC, all public records in that party's possession upon termination of its Agreement with SBBC and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All of such party's records stored electronically must be provided to SBBC in a format that is compatible with SBBC's information technology systems. Each party shall maintain its own respective records and documents associated with this Agreement in accordance with the records retention requirements applicable to public records. Each party shall be responsible for compliance with any public documents request served upon it pursuant to Section 119.07, Florida Statutes, and any resultant award of attorney's fees for non-compliance with that law. Each party acknowledges that this Agreement and all attachments thereto are public records and do not constitute trade secrets.

3.10 **Student Records:** Notwithstanding any provision to the contrary within this Agreement, any party contracting with SBBC under this Agreement shall fully comply with the requirements of Sections 1002.22 and 1002.221, Florida Statutes; FERPA, and any other state or federal law or regulation regarding the confidentiality of student information and records. Each such party agrees, for itself, its officers, employees, agents, representatives, contractors or subcontractors, to fully indemnify and hold harmless SBBC and its officers and employees for any violation of this section, including, without limitation, defending SBBC and its officers and employees against any complaint, administrative or judicial proceeding, payment of any penalty imposed upon SBBC, or payment of any and all costs, damages, judgments or losses incurred by or imposed upon SBBC arising out of a breach of this covenant by the party, or an officer, employee, agent, representative, contractor, or sub-contractor of the party to the extent that the party or an officer, employee, agent, representative, contractor, or sub-contractor of the party shall either intentionally or negligently violate the provisions of this section or of Sections 1002.22 and/or 1002.221, Florida Statutes.

3.11 **Compliance with Laws.** Each party shall comply with all applicable federal and state laws, codes, rules and regulations in performing its duties, responsibilities and obligations pursuant to this Agreement.

3.12 **Place of Performance.** All obligations of SBBC under the terms of this Agreement are reasonably susceptible of being performed in Broward County, Florida and shall be payable and performable in Broward County, Florida.

3.13 **Governing Law and Venue.** This Agreement shall be interpreted and construed in accordance with and governed by the laws of the State of Florida. Any controversies or legal problems arising out of this Agreement and any action involving the

enforcement or interpretation of any rights hereunder shall be submitted to the jurisdiction of the State courts of the Seventeenth Judicial Circuit of Broward County, Florida.

3.14 **Entirety of Agreement.** This document incorporates and includes all prior negotiations, correspondence, conversations, agreements and understandings applicable to the matters contained herein and the parties agree that there are no commitments, agreements or understandings concerning the subject matter of this Agreement that are not contained in this document. Accordingly, the parties agree that no deviation from the terms hereof shall be predicated upon any prior representations or agreements, whether oral or written.

3.15 **Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

3.16 **Assignment.** Neither this Agreement nor any interest herein may be assigned, transferred or encumbered by any party without the prior written consent of the other party. There shall be no partial assignments of this Agreement including, without limitation, the partial assignment of any right to receive payments from SBBC.

3.17 **Incorporation by Reference.** Attachment A attached hereto and referenced herein shall be deemed to be incorporated into this Agreement by reference.

3.18 **Captions.** The captions, section designations, section numbers, article numbers, titles and headings appearing in this Agreement are inserted only as a matter of convenience, have no substantive meaning, and in no way define, limit, construe or describe the scope or intent of such articles or sections of this Agreement, nor in any way effect this Agreement and shall not be construed to create a conflict with the provisions of this Agreement.

3.19 **Severability.** In the event that any one or more of the sections, paragraphs, sentences, clauses or provisions contained in this Agreement is held by a court of competent jurisdiction to be invalid, illegal, unlawful, unenforceable or void in any respect, such shall not affect the remaining portions of this Agreement and the same shall remain in full force and effect as if such invalid, illegal, unlawful, unenforceable or void sections, paragraphs, sentences, clauses or provisions had never been included herein.

3.20 **Preparation of Agreement.** The parties acknowledge that they have sought and obtained whatever competent advice and counsel as was necessary for them to form a full and complete understanding of all rights and obligations herein and that the preparation of this Agreement has been their joint effort. The language agreed to herein express their mutual intent and the resulting document shall not, solely as a matter of judicial construction, be construed more severely against one of the parties than the other.

3.21 **Amendments.** No modification, amendment, or alteration in the terms or conditions contained herein shall be effective unless contained in a written document prepared with the same or similar formality as this Agreement and executed by each party hereto.

3.22 **Waiver.** The parties agree that each requirement, duty and obligation set forth herein is substantial and important to the formation of this Agreement and, therefore, is a material term hereof. Any party's failure to enforce any provision of this Agreement shall not be deemed a waiver of such provision or modification of this Agreement unless the waiver is in writing and signed by the party waiving such provision. A written waiver shall only be effective

as to the specific instance for which it is obtained and shall not be deemed a continuing or future waiver.

3.23 **Force Majeure.** Neither party shall be obligated to perform any duty, requirement or obligation under this Agreement if such performance is prevented by fire, hurricane, earthquake, explosion, wars, sabotage, accident, flood, acts of God, strikes, or other labor disputes, riot or civil commotions, or by reason of any other matter or condition beyond the control of either party, and which cannot be overcome by reasonable diligence and without unusual expense ("Force Majeure"). In no event shall a lack of funds on the part of either party be deemed Force Majeure.

3.24 **Survival.** All representations and warranties made herein, indemnification obligations, obligations to reimburse SBBC, obligations to maintain and allow inspection and audit of records and property, obligations to maintain the confidentiality of records, reporting requirements, and obligations to return public funds shall survive the termination of this Agreement.

3.25 **Contract Administration.** SBBC has delegated authority to the Superintendent of Schools or his/her designee to take any actions necessary to implement and administer this Agreement.

3.26. **Liability.** This section shall survive the termination of all performance or obligations under this Agreement and shall be fully binding until such time as any proceeding brought on account of this Agreement is barred by any applicable statute of limitations.

A. By SBBC: SBBC agrees to be fully responsible up to the limits of Section 768.28, Florida Statutes, for its acts of negligence, or its employees' acts of negligence when acting within the scope of their employment and agrees to be liable for any damages resulting from said negligence.

B. By VENDOR: VENDOR agrees to indemnify, hold harmless and defend SBBC, its agents, servants and employees from any and all claims, judgments, costs, and expenses including, but not limited to, reasonable attorney's fees, reasonable investigative and discovery costs, court costs and all other sums which SBBC, its agents, servants and employees may pay or become obligated to pay on account of any, all and every claim or demand, or assertion of liability, or any claim or action founded thereon, arising or alleged to have arisen out of the products, goods or services furnished by VENDOR, its agents, servants or employees; the equipment of VENDOR, its agents, servants or employees while such equipment is on premises owned or controlled by SBBC; or the negligence of VENDOR or the negligence of VENDOR's agents when acting within the scope of their employment, whether such claims, judgments, costs and expenses be for damages, damage to property including SBBC's property, and injury or death of any person whether employed by VENDOR, SBBC or otherwise.

3.27 **Travel.** Local travel shall not be billed as a reimbursable expense. Out of county travel and per diem may be allowable at the sole discretion of SBBC. SBBC has delegated authority to the Superintendent of Schools or his/her designee to provide prior approval to VENDOR for any and all travel and per diem. Should any out of county travel and/or per diem be allowed, then it shall be billed and reimbursed in compliance with the current or updated School Board Policy 3400 and/or other relevant School Board Policies.

FOR OMNI

(Corporate Seal)

OMNI Automotive South, Inc.

ATTEST:

By Gail Yaciuk
Gail Yaciuk

_____, Secretary

-or-

Molly Noell
Molly Noell
Witness

Amanda Pattious
Amanda Pattious
Witness

The Following Notarization is Required for Every Agreement Without Regard to Whether the Party Chose to Use a Secretary's Attestation or Two (2) Witnesses.

STATE OF FLORIDA

COUNTY OF Palm Beach

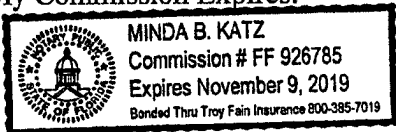
The foregoing instrument was acknowledged before me this 10 day of June, 2016 by GAIL YACIUK of

Name of Person

Omni Automotive South, Inc, on behalf of the corporation/agency.
Name of Corporation or Agency

He/She is personally known to me or produced _____ as
identification and did/did not first take an oath. Type of Identification

My Commission Expires:



(SEAL)

Minda B Katz
Signature - Notary Public

Minda B KATZ
Printed Name of Notary

FF 926785
Notary's Commission No.

INSURANCE REQUIREMENTS

MINIMUM LIMITS OF INSURANCE

GENERAL LIABILITY: Limits not less than \$1,000,000 per occurrence for Bodily Injury/ Property Damage; \$1,000,000 General Aggregate.

Limits not less than \$1,000,000 for Products/Completed Operations Aggregate.

WORKER'S COMPENSATION: Florida Statutory limits in accordance with Chapter 440; Employer's Liability limits not less than \$100,000/\$100,000/\$500,000 (each accident/disease-each employee/disease-policy limit).

AUTO LIABILITY: Owned, Non-Owned and Hired Auto Liability with Bodily Injury and Property Damage limits of not less than \$1,000,000 Combined Single Limit.

If Awardee does not own any vehicles, hired and non-owned automobile liability coverage in the amount of \$1,000,000 will be accepted. In addition, an affidavit signed by the Awardee must be furnished to SBBC indicating the following:

_____ OMNI Automotive South, Inc. does not own any vehicles. In the event insured acquires any vehicles throughout the term of this agreement, insured agrees to provide proof of "Any Auto" coverage effective the date of acquisition. (Fax affidavit with Certificate of Insurance to SBBC Risk Management at 866-897-0424.)

ACCEPTABILITY OF INSURANCE CARRIERS: The insurance policies shall be issued by companies qualified to do business in the State of Florida. The insurance companies must be rated at least A- VI by AM Best or Aa3 by Moody's Investor Service.

VERIFICATION OF COVERAGE: Proof of the required insurance must be furnished by an Awardee to SBBC Risk Management Department by Certificate of Insurance within 15 days of notification of award. All certificates (and any required documents) must be received and approved by SBBC before any work commences to permit Awardee time to remedy any deficiencies. **FAX CERTIFICATES OF INSURANCE TO SBBC RISK MANAGEMENT AT 866-897-0424.**

REQUIRED CONDITIONS: Liability policies must contain the following provisions. In addition, the following wording must be included on the Certificate of Insurance:

The School Board of Broward County, FL, its members, officers, employees and agents are added as additional insured. The endorsement # is: _____.

All liability policies are primary of all other valid and collectable coverage maintained by the School Board of Broward County, Florida.

(**Please include the Contract # and Title on the Certificate of Insurance.)

(Certificate Holder: School Board of Broward County, 600 Southeast Third Avenue, Fort Lauderdale, Florida 33301.)

CANCELLATION OF INSURANCE: Vendors are prohibited from providing services under this contract with SBBC without the minimum required insurance coverage and must notify SBBC within two business days if required insurance is cancelled.

Any questions as to the intent or meaning of any part of the above required coverage should be submitted in writing and in accordance with General Condition 5. See also General Conditions 12 and 20.



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Special Order Request	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Time	
Open Agenda	
<input checked="" type="radio"/> Yes	<input type="radio"/> No

ITEM No.:
EE-2.

MEETING DATE	Jan 20 2016 10:15AM - Regular School Board Meeting
AGENDA ITEM	OPEN ITEMS
CATEGORY	EE. OFFICE OF STRATEGY & OPERATIONS
DEPARTMENT	Procurement & Warehousing Services

TITLE:
Recommendation for Additional Spending Authority - 14-036N - Adult Workforce Education Advertising Agency Services

REQUESTED ACTION:
Approve an increase in spending authority for the above contract. Contract Term: August 6, 2013, through June 30, 2016, 2 Years, 10 Months; User Department: Career, Technical, Adult & Community Education; New Award Amount: \$4,284,301; Awarded Vendor(s): Omni Advertising, Inc.; M/WBE Vendor(s): None

SUMMARY EXPLANATION AND BACKGROUND:
The School Board of Broward County, Florida, approved a contract award for Omni Advertising, Inc., on August 6, 2013. The contract award was for \$4,200,000. The current spending has not been exceeded, but additional spending is needed to cover 2015-16 expenditures. This request is to increase the spending authority by \$84,301, bringing contract award value to \$4,284,301.
A copy of the bid documents are available online at:
<http://www.broward.k12.fl.us/supply/agenda/14-036N-Rec-Tab-Adult-Workforce-Education.pdf>

SCHOOL BOARD GOALS:
 Goal 1: High Quality Instruction
 Goal 2: Continuous Improvement
 Goal 3: Effective Communication

FINANCIAL IMPACT:
The current recommendation is to increase the spending authority by \$84,301; total award amount \$4,284,301.

EXHIBITS: (List)
(1) Executive Summary (2) Approved ARF 8-6-2013 RSBM EE-1 (3) Recommendation Tabulation 8-6-2013 (4) Financial Analysis Worksheet (5) Survey

BOARD ACTION:
APPROVED
(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:	
Name: Jeanette L. Johnson	Phone: 754-321-5757
Name:	Phone:

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Senior Leader & Title

Maurice L. Woods - Chief Strategy & Operations Officer

Signature
Maurice Woods
Tuesday, January 05, 2016 12:01:00 PM

Approved In Open Board Meeting On: JAN 20 2016
By: *Rosalind Orjuel*
School Board Chair

Survey: 14-036N Adult Workforce Education Advertising Agency

8 respondents took this survey.

A red asterisk (*) indicates required questions.

Question 1 (Free response)

6 of 8 respondents answered this question.

School/Department

	Number of Respondents	Percent
Community School South	1	16.67%
Dave Thomas Education Center	1	16.67%
Hallandale Adult/OCLC	1	16.67%
McFatter Technical College	1	16.67%
Sheridan Tech	1	16.67%
Whiddon-Rogers Education Center	1	16.67%
Total	6	100.00%

Question 2 (Rating scale)*

8 of 8 respondents answered this question.

If you purchased from Omni Automotive Advertising, please rate their customer service level.

Poor (1) - Excellent (5)	Number of Respondents	Percent
1	0	0.00%
2	0	0.00%
3	0	0.00%
4	3	37.50%
5	5	62.50%
Total	8	100.00%

Average rating: 4.62

Question 3 (Free response)*

8 of 8 respondents answered this question.

What services do you receive from Omni Automotive Advertising?

	Number of Respondents	Percent
Advertising	1	12.50%
Logo generation, brochures, flyers, and website.	1	12.50%
Marketing Advertising	1	12.50%
Marketing and public relations - development of advertising (creative); purchasing and placement of ad buys; ROI data to track results of marketing efforts.	1	12.50%
N/A	1	12.50%
Omni Advertising provides services for the workforce schools, which includes Hallandale Adult Community Center. I independently also have used Omni for other marketing needs including, but not limited to: commercials, print media, event planning, and data and statistics on various forms of market analytics	1	12.50%
Website management, newspaper advertisement, television advertisement, radio advertisement, SEO,	1	12.50%
Website, Newspaper, Social Media	1	12.50%
Total	8	100.00%

Question 4 (Yes-no)*

8 of 8 respondents answered this question.

If you purchased from Omni Automotive Advertising, would you purchase from them again?

	Number of Respondents	Percent
Yes	8	100.00%
No	0	0.00%
Total	8	100.00%

Question 5 (Free response)*

8 of 8 respondents answered this question.

Please share any additional information regarding this vendor.

	Number of Respondents	Percent
First Class organization with supreme results!!!	1	12.50%
I always see/hear the advertising we are investing in!	1	12.50%
n/a	1	12.50%
Omni has been doing a great job marketing our colleges	1	12.50%
Omni has provided quality marketing services for the ABE/GED, ESOL and Amanda's Place Programs. Currently contemplating them as an option for the restructuring of the website.	1	12.50%
Quality customer service, accessible	1	12.50%
The services provided to the workforce schools through media marketing are paramount to our survival.	1	12.50%
They are responsive, thorough, and pro active.	1	12.50%
Total	8	100.00%