

RESOLUTION 2019-050

RESOLUTION SELECTING AND AUTHORIZING AGREEMENTS WITH CIVILIAN, INC., SPARK BRANDING HOUSE, INC., AND ARK MARKETING & MEDIA SOLUTIONS TO PROVIDE AS-NEEDED MEDIA RESEARCH, BUYING AND ANALYSIS FOR DISTRICT MARKETING AND COMMUNICATIONS CAMPAIGNS TO SUPPORT VARIOUS LINES OF BUSINESS AND PUBLIC OUTREACH GOALS IN A TOTAL AGGREGATE AMOUNT NOT TO EXCEED \$600,000 FOR A PERIOD OF FIVE YEARS BEGINNING JUNE 1, 2019 THROUGH MAY 31, 2024. FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH FISCAL YEAR'S BUDGET

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1, (Port Act); and

WHEREAS, this action will authorize as-needed agreements for Media Research, Buying and Analysis Services; and

WHEREAS, the Marketing & Communications Department uses the services of professional consulting firms to provide advanced skills to supplement the services of the in-house resources by providing a combination of strategic media buying support services including but not limited to media research, recommendations and refinement; media buying, execution and trafficking; and media buy tracking, analysis and adjustment based on outcomes; and

WHEREAS, Consultants will develop media plans to effectively reach the target audience in support of various marketing, communications, branding and outreach campaigns; and

WHEREAS, pursuant to BPC Policy No. 110, the District issued a Request for Qualifications (RFQ) on December 11, 2018; and

WHEREAS, the District received seven submittals, of which all seven were deemed responsive, and selected four firms for interviews; and

WHEREAS, based on the written submittals, interviews, and a decision analysis process using the criteria stated in the RFQ, District staff is

recommending the Board select and authorize agreements with three firms which were determined to be the highest qualified firms for the services solicited; and

WHEREAS, each agreement is for a five-year period, the aggregate total of all agreements will not exceed \$600,000.

NOW, THEREFORE, BE IT RESOLVED that the Board of Port Commissioners of the San Diego Unified Port District hereby selects and authorizes five-year agreements with Spark Branding House, Inc. dba Spark, Ark Marketing and Media Solutions, Inc. and Civilian, Inc. for as-needed media research, buying and analysis services for an aggregate amount not to exceed \$600,000.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL



By: Assistant/Deputy

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 14th day of May, 2019, by the following vote:

AYES: Bonelli, Castellanos, Malcolm, Merrifield, Moore, Valderrama, and Zucchet

NAYS: None.

EXCUSED: None.

ABSENT: None.

ABSTAIN: None.



Garry J. Bonelli, Chairman
Board of Port Commissioners

ATTEST:



Donna Morales
District Clerk

(Seal)