

RESOLUTION NO. 2006-59

AUTHORIZING CONTRACT NO. 2006-009 WITH THE SUPERLATIVE GROUP, INC. TO ASSIST IN THE DEVELOPMENT AND IMPLEMENTATION OF A CORPORATE MARKETING PROGRAM FOR A PERIOD OF TWO YEARS WITH A ONE-YEAR OPTION, REVENUE GENERATING (AMOUNT VARIABLE – BASED ON APPROVED PROJECTS)

WHEREAS, the Authority plans to implement a corporate sponsorship marketing program to maximize new revenue streams; and

WHEREAS, the proposal submitted by The Superlative Group, Inc., located at 2706 Franklin Blvd., Cleveland, Ohio 44113 was received to provide this service for the Authority; and

WHEREAS, the General Manager/Secretary-Treasurer deems the proposal of The Superlative Group, Inc., as negotiated, to be in the Authority's best interest and recommends the same to the Board of Trustees.

NOW, THEREFORE BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the proposal submitted by The Superlative Group, Inc., as modified in negotiations, be accepted to be in the best interest of the Authority to assist in the development of a revenue generating corporate sponsorship marketing program for a period of two years with a one-year option.

Section 2. That the General Manager/Secretary-Treasurer of the Authority be and he hereby is authorized to enter into a contract with The Superlative Group, Inc. to provide corporate marketing services for a term of two years with a one-year option.

Section 3. That the proceeds to the Authority shall be deposited into the General Fund.

Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon compliance by the contractor to the Specifications and Addenda; if any, the Affirmative Action Plan adopted by the Board of Trustees in Resolution 2005-51; bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.

Section 5. That the Greater Cleveland Regional Transit Authority's Board of Trustees expects that The Superlative Group, Inc. will attempt to exceed the minimum 0% DBE goal assigned to this procurement.

Section 6. That this resolution shall become effective immediately upon its adoption.

Adopted: April 18, 2006

President

Attest: _____
CEO, General Manager/Secretary-Treasurer



TITLE/DESCRIPTION: AUTHORIZING CONTRACT NO. 2006-009 WITH THE SUPERLATIVE GROUP, INC. TO ASSIST IN THE DEVELOPMENT AND IMPLEMENTATION OF A CORPORATE MARKETING PROGRAM FOR A PERIOD OF TWO YEARS WITH A ONE-YEAR OPTION, REVENUE GENERATING (AMOUNT VARIABLE – BASED ON APPROVED PROJECTS)	Resolution No.: 2006-59
	Date: April 13, 2006
	Initiator: Marketing Department
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 PURPOSE/SCOPE: This action will allow the Authority to enter into a contract with a consultant to assist in the development of a revenue generating corporate marketing program.
- 2.0 DESCRIPTION/JUSTIFICATION: The Authority is seeking opportunities to develop and maximize new revenue streams. The Authority has assets that may offer potential corporate sponsorship opportunities, and will partner with a vendor to participate in this endeavor. They will assist in developing and implementing a strategic marketing plan to identify and solicit potential sponsors, as well as, negotiate corporate sponsorship agreements, subject to the approval of the Authority. GCRTA maintains the right to reject any potential sponsor, proposed marketing devices and/or other program related decisions deemed not in the best interest of the authority.
- 3.0 PROCUREMENT BACKGROUND: The Request for Proposal was posted on the GCRTA website and advertised in the local newspapers. Thirty-seven (37) potential vendors downloaded the package and one proposal was received on March 1, 2006 for this solicitation. After evaluation by a panel of Authority employees in accordance with established Procurement and Policies and Procedures, and after negotiations, the proposal of The Superlative Group, Inc. was determined to be the most advantageous for the Authority. They offer public sector client experience, as well as, the ability and relationships to market assets in the Northern Ohio markets. The Superlative Group, Inc. will bear all costs associated with market research and contract negotiation, and GCRTA will provide technical support and assistance with the sponsorship campaign. The Authority will receive 70% of the revenue generated from approved sponsorship contracts.

 A revenue analysis has been performed and the Procurement Department has determined that the proposal of The Superlative Group, Inc. is fair and reasonable.
- 4.0 AFFIRMATIVE ACTION/DBE BACKGROUND: All Affirmative Action requirements have been met. The specific sponsorship opportunities that will result from the contract are yet to be proposed. OBD will review the individual proposals presented to RTA on a case-by-case basis to determine the appropriate DBE participation goal.
- 5.0 POLICY IMPACT: Does not apply.

- 6.0 ECONOMIC IMPACT: The amount of revenue expected to be generated from this contract is dependent on the number and types of sponsorship agreements negotiated. Funds shall be deposited into the General Fund.
- 7.0 ALTERNATIVES: Reject this offer. Rejection of this offer would deny the Authority the economic benefits from a corporate sponsorship marketing program.
- 8.0 RECOMMENDATION: This procurement was reviewed by the Board of Trustees Finance Committee at their April 4, 2006 meeting and recommended for approval to the Board of Trustees. It is recommended that the offer of The Superlative Group, Inc. be accepted and the resolution passed authorizing the General Manager/Secretary-Treasurer to enter into a contract.
- 9.0 ATTACHMENTS: None.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement Requirements.

CEO, General Manager/Secretary-Treasurer