

RESOLUTION NO. 2013-98

AUTHORIZING CONTRACT NO. 2013-086 WITH THE SUPERLATIVE GROUP, INC. TO ASSIST IN THE CONTINUED OPERATION OF A CORPORATE MARKETING PROGRAM FOR A PERIOD OF THREE YEARS WITH TWO, ONE-YEAR OPTIONS, REVENUE GENERATING (AMOUNT VARIABLE, BASED ON APPROVED PROJECTS)

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

WHEREAS, the proposal submitted by The Superlative Group, Inc, located at 26600 Detroit Ave., Suite 250, Cleveland, Ohio 44145 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 best interest of the Authority and recommends acceptance thereof by 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 assist in the continued operation of a revenue generating corporate sponsorship marketing program for a period of three years with two, one-year options.

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

Section 3. The amount of revenue expected to be generated from this contract is dependent on the number and types of sponsorship agreements negotiated. Proceeds 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 2013-031, 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: October 22, 2013

  
\_\_\_\_\_  
President

Attest:   
\_\_\_\_\_  
CEO, General Manager/Secretary-Treasurer




<b>TITLE/DESCRIPTION:</b> <b>CONTRACT:</b> CORPORATE MARKETING <b>VENDOR:</b> THE SUPERLATIVE GROUP, INC. <b>AMOUNT:</b> VARIABLE REVENUE, BASED ON APPROVED SPONSORSHIPS	<b>Resolution No.:</b> 2013-98
	<b>Date:</b> October 17, 2013
	<b>Initiator:</b> Marketing Department
<b>ACTION REQUEST:</b> <input checked="" type="checkbox"/> Approval      Review/Comment      Information Only      Other _____	

- 1.0 **PURPOSE/SCOPE:** This action will allow the Authority to enter into a contract with a Consultant to assist in the continued operation of a revenue generating corporate marketing program for a period of three years with two, one-year options.
- 2.0 **DESCRIPTION/JUSTIFICATION:** The Authority is seeking opportunities to develop and maximize new revenue streams. The current corporate marketing contract has proven to be successful and a continuation of this service is desired. The Authority has assets that may offer potential corporate sponsorship opportunities and will partner with a Consultant to participate in this endeavor. The Consultant 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 Proposals was posted on the GCRTA web site and advertised in the local newspapers. Nine potential vendors reviewed the package and two proposals were received on June 24, 2013 for this solicitation. After evaluation by a panel of Authority employees in accordance with established Procurement Policies and Procedures, and after negotiations, the proposal of The Superlative Group, Inc. was determined to be the most advantageous for the Authority. The Superlative Group, Inc. is the service provider on the current contract. They 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 for the Authority.
- 4.0 **AFFIRMATIVE ACTION/DBE BACKGROUND:** The Office of Business Development does not conduct Affirmative Action reviews or established DBE goals on revenue generating agreements.
- 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. Proceeds 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: The procurement was reviewed by the Board of Trustees Finance Committee at their October 8, 2013 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