



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#26-0541

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Christopher Cooper, Acting City Manager

DATE: August 18, 2026

TITLE: Motion Approving an Agreement for Request for Proposals (RFP) No. 575-3, Marketing and Website Administration - Mad 4 Marketing, Inc. - \$114,000 - **(Commission Districts 2 and 4)**

Recommendation

Staff recommends the City Commission approve an agreement, in substantially the form attached, for Request for Proposals (RFP) No. 575-3, for Marketing and Website Administration with Mad 4 Marketing, Inc. for an initial one-year term in the amount of \$114,000; and further authorize the City Manager to execute said agreement and approve four one-year renewal options, in the estimated renewal annual amount of \$114,000, for a potential total contract amount of \$570,000, contingent upon the appropriation of funds.

Background

The City of Fort Lauderdale, on behalf of the Fort Lauderdale Beach Business Improvement District (BBID), requires a qualified marketing and communications agency to provide comprehensive marketing, communications, and outreach services, including brand strategy, creative development, public relations, website and social media management, and media planning and buying.

Mad 4 Marketing, Inc. will serve as the BBID's primary marketing and communications partner, developing a stronger, more differentiated identity for Fort Lauderdale Beach that reflects the destination's evolving character and enhances its competitive position. Destination research conducted by Visit Lauderdale identified an opportunity to establish a more distinct identity for Fort Lauderdale Beach to strengthen its market position and increase awareness, consideration, visitation, and hotel demand. The Contractor will implement integrated marketing strategies on behalf of the BBID in coordination with the City to complement broader destination marketing efforts.

On January 15, 2026, the City, via the Procurement Services Department, issued RFP No. 575-3, Marketing and Website Administration. On February 20, 2026, the RFP closed with a total of five proposals received from:

1. Blue Scorpion Reputation Management
2. Brand Revolt
3. RWINFOTECH LLC
4. The Brand Advocates
5. Mad 4 Marketing, Inc.

The proposals received from Blue Scorpion Reputation Management and Brand Revolt were deemed non-responsive as Blue Scorpion Reputation Management submitted a response on behalf of the prime contractor and Brand Revolt conditioned their proposal with additional costs.

On May 28, 2026, an Evaluation Committee (EC) Meeting was held to review and rank the three responsive and responsible firms based on the evaluation criteria shown in the table below:

CRITERIA	WEIGHT
Understands the Scope of the City's Needs	30%
Completeness of Submittal	15%
Experience and References, Past Performance, Years in Business	25%
Proposal Fee (Value and Realism)	30%
TOTAL	100%

The EC scored and ranked Mad 4 Marketing, Inc., as the highest ranked, responsive and responsible firm. Therefore, staff recommend Mad 4 Marketing, Inc. for award.

Resource Impact

Funds for this agreement in the total amount of \$39,250 are available in the Beach Business Improvement District FY 2026 Budget in the account listed below.

<i>Funds available as of July 20, 2026</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-30-3199	Beach Business Improvement District	Other Professional Services	\$294,635	\$148,657	\$39,250
TOTAL AMOUNT ►					\$39,250

Strategic Connections

This item is a FY 2026 Commission Priority, advancing the Public Spaces and Cultural Initiatives.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation and Open Spaces Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City.
- The Business Development Focus Area
- The Economic Development Element
- Goal 1: Enhance Fort Lauderdale's stature as a global, business friendly destination through the development of a business identity, enhanced marketing, branding, and support for enhanced local activities and tourism development.

Attachments

Exhibit 1 - Solicitation

Exhibit 2 - Evaluation Committee Scoring Sheet

Exhibit 3A - Proposal - Mad 4 Marketing, Inc. (Part 1 of 2)

Exhibit 3B - Proposal - Mad 4 Marketing, Inc. (Part 2 of 2)

Exhibit 4 - Agreement

Prepared by: Judy Erickson, Program Manager I, Parks and Recreation
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Carolyn Bean, Assistant to the Director, Parks and Recreation
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Department Directors: Carl Williams, Parks and Recreation
Glenn Marcos, Procurement Services