



# City of Hollywood, Florida

2600 HOLLYWOOD BLVD. • P.O. Box 229045 • ZIP 33022-9045

DATE: **November 5, 2014**

RE: **BLANKET ORDER # B002424**

PRODUCT/SERVICE: **Printing, List and Mail  
Preparation Services for the New Horizons  
Quarterly Newsletter**

**Gold Coast Publishing  
d/b/a Tribune Direct/Sun-Sentinel  
333 SW 12<sup>th</sup> Ave  
Deerfield Beach, FL 33442**

**Telephone Contact: 954-425-1312 or  
954-425-1767**

Dear Vendor:

This is to inform you that the City of Hollywood, Florida is entering into a Blanket Order with your Company based on one of the following:

- |                                     |   |        |
|-------------------------------------|---|--------|
| <input type="checkbox"/>            | FORMAL BID #  |        |
| <input type="checkbox"/>            | INFORMAL BID #  | DATED: |
| <input checked="" type="checkbox"/> | RENEWAL OF FORMAL BID # <b>F-4334-12-IS</b>                                     | DATED: |
| <input type="checkbox"/>            | EXTENSION OF FORMAL BID/RFP#  | DATED: |
| <input type="checkbox"/>            | WRITTEN QUOTATION #   | DATED: |
| <input type="checkbox"/>            | VERBAL QUOTATION PER  | DATED: |
| <input type="checkbox"/>            | STATE OF FLORIDA CONTRACT #   | DATED: |
| <input type="checkbox"/>            | BROWARD COUNTY BID #  |        |
| <input checked="" type="checkbox"/> | OTHER: <b>1<sup>ST</sup> RENEWAL APPROVED 11/6/13 VIA RESOLUTION R-2013-304</b> |        |

The term of this order is **11/7/2014 through 11/6/2015. (2<sup>nd</sup> / final renewal period)**

The estimated dollar value is **\$60,000.00 annually.**

The obligations of the City of Hollywood under this order are subject to the availability of funds lawfully appropriated for its purpose by the City Commission and are subject to the terms and conditions contained on the Purchase Order form.

**NOTE: Prior to commencement of any work, certificates of insurance meeting the requirements of the Risk Manager and naming the City of Hollywood as additional insured, must be forwarded to Procurement Services.**

The City of Hollywood Departments will issue hard copy orders against this Blanket Order as your authorization to deliver. All invoices must reference each unique document number.

If you have any questions, please contact **Ralph Dierks** at (954) 921-3223.

c: **Public Affairs and Marketing  
Finance**



CITY OF HOLLYWOOD, FLORIDA

PROCUREMENT SERVICES DIVISION

2600 HOLLYWOOD BLVD. · ROOM 303 · P. O. BOX 229045 · ZIP 33022-9045  
PHONE: 954-921-3299 · FAX: 954-921-3086

CITY OF HOLLYWOOD  
PROCUREMENT SERVICES  
DIVISION

29 SEP 29 PM 3:05

September 18, 2014

Gold Coast Publishing  
d/b/a Tribune Direct/Sun-Sentinel  
333 SW 12<sup>th</sup> Ave  
Deerfield Beach, FL 33442

Dear Vendor:

Our Agreement for the **Printing, List and Mail Preparation Services for the New Horizons Quarterly Newsletter** for the Office of Public Affairs and Marketing based upon Bid F-4334-12-IS, Blanket Purchase Order B002424, expires on November 6, 2014.

The Procurement Services Division would like to renew the agreement for a one (1) year period under the terms, conditions and pricing as the City of Hollywood Blanket Purchase Order B002424 (copy attached).

If you are willing to honor your bid pricing and renew this agreement, please sign below. If you are not, please sign and explain reason(s) in a separate letter.

**Renewal is subject to the receipt of all required insurance certificate(s). If you have not already done so, please forward updated certificates directly to Procurement Services.**

Thanks for your help with this matter and as always, please call me at 954-921-3223 or e-mail to [rdierks@hollywoodfl.org](mailto:rdierks@hollywoodfl.org) if you have questions.

A response as soon as possible would be appreciated.

Sincerely,

*Ralph Dierks*

Ralph Dierks, Procurement Manager  
Procurement Services Division

I agree: \_\_\_\_\_  
(Signature)

I disagree: \_\_\_\_\_

Name: KEVIN P KEENAN  
(Typed or Printed)

Date: 9/23/2014



**CITY OF HOLLYWOOD, FLORIDA**  
**PROCUREMENT SERVICES DIVISION**

**DATE:** September 10, 2014

**FILE:** PR-14-242

**TO:** Raelin Storey, Director, Public Affairs and Marketing

**VIA:** Joel Wasserman, Director, Procurement Services

**FROM:**  Ralph Dierks, Procurement Manager, Procurement Services

**SUBJECT:** Blanket Contract Renewal for the New Horizons Newsletter – B002424 – Gold Coast Publishing d/b/a Sun-Sentinel

**ISSUE:**

The current period of the above contract expires November 6, 2014. The contract is renewable for a one year period if it is determined to be in the City's best interest and the vendor agrees to the renewal in writing.

**EXPLANATION:**

Notification of Intent to Renew must be mailed to the vendor thirty (30) calendar days in advance of the contract expiration date. Accordingly, it is requested that you give this matter your immediate attention thereby providing a timely reply to preclude contract expiration.

If you do not want to renew this contract, please explain the reason(s) in a separate memo. Also note that this contract will expire on the date mentioned above and if a new contract is to be established, you must submit bid specifications.

**RECOMMENDATION:**

Please reply as soon as possible by returning this memo appropriately filled out, signed and dated **along with the Contract Renewal Evaluation Form**.

Date: 9/10/14

To: Ralph Dierks, Procurement Services

The Director recommends the following:

☒ RENEW the contract under the same terms and conditions. The Budget Account Number to be charged is 57.1137.00000.590.004712 and 57.1137.00000.590.004801

☐ DO NOT renew this contract. See attached memo explaining the reason(s).

☐ DO NOT renew this contract. DO NOT prepare a replacement bid (items/services no longer needed).

☒ Estimated annual usage/expenditure is \$60,000.00

By: 

Title: Public Affairs Director





## CITY OF HOLLYWOOD, FLORIDA

### PROCUREMENT SERVICES DIVISION

#### Department/Office Contract Renewal Evaluation

Date: 9/10/14	
Department/Office: Public Affairs	Division/Area:
Contact Person: Rachel Storey	Title: Director
Contact phone number: 3098	Contact Email
Purchase Order/Blanket Purchase Order #: 5002424	
Contract Expiration Date:	
Vendor: Tribune/Sun Sentinel	Contact Person:
Contact phone number:	Contact Email:
Good/Service:	Solicitation #:

1. How would you rate the quality of goods/services?

☒ Excellent ☐ Good ☐ Satisfactory ☐ Poor

2. How would you rate the courteousness vendor's personnel?

☒ Excellent ☐ Good ☐ Satisfactory ☐ Poor

3. With regards to the goods or services provided, how satisfied are you with the following items?  
(Please check one per category)

	Excellent	Good	Satisfactory	Poor
Overall Quality	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsiveness to request	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Are all goods/services on the contract being performed at the agreed upon time and manner?

☒ Yes ☐ No

If no, please explain?

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5. If you contacted the vendor, were all your questions or any issues resolved to your complete satisfaction?

☒ Yes ☐ No ☐ Did not need to contact

If no, please explain?

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**CITY OF HOLLYWOOD, FLORIDA**  
**PROCUREMENT SERVICES DIVISION**

**Department/Office**  
**Contract Renewal Evaluation**

6. Has the invoicing been timely, accurate and in accordance with the contract?

☒ Yes ☐ No

If no, please explain?

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7. Does the Department/Office recommend renewing a contract based upon the available renewal options when the current agreement expires?

☒ Yes ☐ No

If no, please explain?

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8. Please state any additional comments about your experience with this vendor and the goods/services provided:

This is an excellent vendor who has provided a high level of service  
throughout the contract.

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Department/Office Director's Name: Raelin Storey

Department/Office Director's Signature: 