



Urban League of
Broward County

REQUEST FOR PROPOSAL

Urban League of Broward County

RFP# EC09112026-1

SERVICES FOR Marketing and Outreach

Issue Date: September 11th, 2026

Due Date: October 9th 2026

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INTRODUCTION

The Urban League of Broward County (ULBC), founded in 1975 as an affiliate of the National Urban League, is a 501(c)(3) tax-exempt nonprofit organization authorized in the State of Florida. ULBC is a community-based organization dedicated to empowering communities and changing lives through programs and services in education, entrepreneurship, employment, justice, housing, and health. Additional information about ULBC is available at www.ulbroward.org.

For purposes of this initiative, ULBC serves as the lead administrator for the **Florida Consortium of Urban League Affiliates (FCUL)**, a statewide coalition of Urban League affiliates serving key markets throughout Florida, including Tallahassee, Jacksonville, Central Florida, Palm Beach County and the Treasure Coast, Pinellas County, Broward County, and Miami-Dade County. Through this network, FCUL provides broad geographic reach across urban and rural communities and supports outreach to historically underserved small businesses throughout the state.

ULBC, through FCUL, is supporting outreach and awareness efforts related to the **Florida Department of Commerce State Small Business Credit Initiative (SSBCI)**, with a particular focus on the **Capital Access Program**. The Capital Access Program is designed to support eligible Florida-based small businesses in obtaining credit to start, grow, and expand by providing pooled loan insurance to participating lenders.

Central County Community Development Corporation (CCCDC) is a subsidiary of the Urban League of Broward County and a certified Community Development Financial Institution (CDFI). As an approved SSBCI lender, CCCDC supports the lending component of the initiative by providing financing expertise, technical assistance, and access to capital resources for eligible participating businesses.

Through this procurement, ULBC seeks a qualified Contractor to support the marketing and outreach activities necessary to increase awareness, engagement, and participation in SSBCI-related opportunities across Florida.

1. PURPOSE OF RFP

1.1. STATEMENT OF PURPOSE

The purpose of this Request for Proposal (RFP) is to select and contract with one (1) qualified Marketing and Outreach Contractor to provide the services described herein in support of the Urban League of Broward County's State Small Business Credit Initiative (SSBCI) marketing and outreach activities.

To be considered, Proposers must demonstrate relevant experience, organizational capacity, technical capability, and qualifications in marketing, outreach, digital media, campaign management, performance reporting, and other disciplines directly related to the required services.

1.2 CONTRACTING RESULTING FROM RFP

This Request for Proposal (Solicitation Number: EC09112026-1), hereinafter referred to as the "RFP" is issued to secure a contract with a qualified company to provide the services described herein.

The Urban League of Broward County ("ULBC") intends to enter into a contract with one selected Contractor for a term of two (2) years, commencing upon contract execution or issuance of a Notice to Proceed, whichever occurs later, unless otherwise approved in writing by ULBC.

The Contract shall remain in effect through completion and acceptance of all required services, deliverables, reporting, final documentation, administrative closeout, transition activities, and any other outstanding contractual obligations applicable to the contract term.

Any obligations that, by their nature or by the terms of the Contract, are intended to survive expiration or termination of the Contract shall remain in effect in accordance with the final Contract.

1.3 PERIOD OF PERFORMANCE

The contract term or period of performance shall be determined based on the timeline agreed upon by ULBC and the Contractor. Terms may be exercised by ULBC, at its sole discretion, with prior written notice to the Contractor.

ULBC reserves the right to make any and all determinations exclusively that it deems necessary to protect the best interests of its organization, programs, and the communities it serves directly. All proposers must be willing to negotiate a contract based on these terms, as applicable. Additional contractor terms and conditions will be incorporated into the final contract based on ULBC legal counsel review.

1.4 CONFLICT OF INTEREST

ULBC and its employees, representatives, or agents are bound by federal, state regulations, and/ or the ULBC Conflict of Interest policy. All proposers must disclose in their Conflict-of-Interest Disclosure the name of any officer, director, or agent who is affiliated with ULBC as an employee, board member, provider, or other stakeholder. All proposers must also disclose the name of any stakeholder who owns, directly or indirectly, any interest in the proposer's business or any of its branches. Additionally, all proposers must disclose any business relationships or family ties with any officer, director, subcontractor, contracted provider, or employee of ULBC. See Attachment #1.

2. RFP PROCESS & INFORMATION

2.1 CALENDAR OF EVENTS

Listed below is the calendar of important actions, including dates and times by which these actions must be taken or completed. If ULBC finds it necessary to change any of these dates or times, it will do so by addendum. Any addendums will be posted on the dedicated procurement site.

Proposals must be received **no later than October 9, 2026, at 4:00 p.m. Eastern Time (E)T** for furnishing the services described herein.

No.	Event	Date
1	Release of RFP	September 11, 2026
2	Procurement Site Access Authorization (PSAA) - Attachment 6 <i>Required to access solicitation materials and upload a proposal.</i>	As early as possible after RFP release
3	Walk-Through / Site Visit (Optional), if applicable	Not Applicable
4	Technical Questions Deadline <i>Submit questions only via email to: procurement@ulbcfl.org</i>	September 29, 2026
5	Posting of Responses to Technical Questions	October 6, 2026
6	Proposal Submission Deadline	October 9, 2026, at 4:00 p.m. ET
7	Proposal Review and Evaluation Period	October 9-16, 2026
8	Interviews	October 16, 2026, 1:00 p.m.-2:30 p.m. ET
9	Notice of Selection Status	October 16, 2026
10	Contract Negotiations	October 20, 2026

2.2 CONE OF SILENCE/ PROHIBITED COMMUNICATIONS

Effective as of the issuance of this RFP and continuing through the 24-hour period following ULBC's award to a proposer, no proposer, or anyone representing a proposer, entity, or other organization, shall contact or discuss this RFP with any ULBC official, Board member, employee, or anyone other than the agency contact named in this RFP. Additionally, no proposer, or anyone representing a proposer, entity, or other organization, shall contact or discuss this RFP with any proposer engaged by ULBC to assist in preparing the RFP documents or any cost estimate related to this procurement. Violation of this prohibition may result in disqualification of the proposer, even if the contract has already been awarded.

2.3 QUESTIONS

Any questions from Proposers regarding this RFP shall be submitted via email to procurement@ulbcfl.org the deadline specified in the Calendar of Events and must identify the submitter. Responses to questions, addenda, and any changes to the RFP will be posted on the dedicated procurement platform. It is the Proposer's responsibility to monitor the designated platform for updates.

2.4 ADDENDA

The Urban League of Broward County (ULBC) has the absolute right to cancel, amend, modify, supplement, or clarify this RFP at any time in its sole discretion. If any revisions become necessary or appropriate, as determined in the sole discretion of the ULBC, an addendum issued by the ULBC will be posted. Failure to follow the RFP guidelines could result in a determination that the proposal is non-responsive.

3. SCOPE OF WORK

3.1. GENERAL STATEMENT

The Urban League of Broward County (ULBC) is soliciting proposals from qualified firms for Outreach & Marketing. This includes all related activities, services, and any additional allocations necessary to support the successful completion of the project at ULBC's facility.

3.2. STATEMENT OF WORK

Work Summary: The complete scope of services is detailed in the attached Statement of Work (Exhibit A). In summary, the Urban League of Broward County (ULBC) seeks to contract with one qualified firm to provide comprehensive SSBCI marketing and outreach services, including digital and social media strategy, paid and organic media placement, audience targeting, campaign optimization, performance tracking, reporting, and related services necessary to support statewide awareness and engagement efforts.

Exhibit A outlines the requested services and detailed Statement of Work, including applicable deliverables, performance requirements, and service specifications.

Exhibit B is a list of insurance and workers compensation requirements

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EXHIBIT A SCOPE OF WORK

SSBCI Marketing & Outreach Services

I. Purpose

The purpose of this Scope of Work is to engage a qualified Marketing and Outreach Contractor to design and implement a statewide marketing campaign that increases awareness of the State Small Business Credit Initiative (SSBCI) and drives small businesses to ULBC for SSBCI information, resources, and next-step support. SSBCI is a federal initiative that provides funding to states to expand access to capital for small businesses through approved lending and investment programs. The Contractor shall support increased awareness, understanding, and measurable engagement, particularly among underserved and rural small business communities, through targeted, data-informed digital communications.

II. Background/Overview

Small businesses are the backbone of Florida's economy, driving innovation, creating jobs, and sustaining local communities. However, many Socially Economically Disadvantaged Individuals (SEDI) and Very Small Businesses (VSB) face barriers to accessing capital and may be unaware of programs designed to support business growth and resilience. SSBCI was established to expand access to capital for eligible small businesses by supporting state-administered lending and investment programs. ULBC seeks qualified marketing and outreach support to increase statewide awareness of SSBCI and drive measurable traffic and engagement to ULBC's approved SSBCI information, resources, and digital pathways. The selected Contractor will support this objective through targeted messaging, digital content, paid and organic media, email communications, web content, and campaign analytics.

III. ULBC Procurement Objective

ULBC seeks one qualified Marketing and Outreach Contractor to execute a measurable, quantifiable statewide digital marketing campaign over the full two-year initial contract term. The campaign shall increase awareness of SSBCI and drive measurable traffic, engagement, and approved conversion activity to ULBC. ULBC will establish the required outcomes, approval requirements, reporting frequencies, documentation standards, program goals, and minimum contract responsibilities. The Proposer shall use its professional marketing and media expertise to recommend the quantity, frequency, channel mix, geographic deployment, media allocation, KPIs, conversion measures, and level of effort necessary to support the required outcomes within the stated annual budget.

Proposer-Developed Quantity and Performance Plan. For activities where a specific quantity is not mandated by ULBC, the Proposer shall identify the proposed quantity and frequency for Contract Year 1 and Contract Year 2, the applicable KPI(s), conversion measure(s), annual performance target(s), two-year cumulative target(s), measurement method, optimization approach, and related cost allocation. Proposers shall not simply restate ULBC's campaign goals. The proposal must explain the basis for the proposed quantities, frequencies, targets, and assumptions and identify the performance commitments the Proposer is prepared to meet within the stated budget. Once accepted by ULBC and incorporated into the final contract, accepted quantities, frequencies, and performance commitments shall become enforceable Contractor obligations.

IV. Target Audiences and Geographic Reach

- Socially and economically disadvantaged individual (SEDI)-owned businesses;
- Very small businesses (VSBs);
- Small businesses located in rural and underserved communities;
- Entrepreneurs and small business owners seeking access to capital;
- Lenders, CDFIs, chambers, economic-development organizations, educational institutions, community-based organizations, and other audiences that may direct small businesses to ULBC's SSBCI information and resources, as applicable; and

Other priority audiences or geographic markets identified by ULBC during the contract term. The campaign shall be statewide and data-informed, with digital targeting and messaging tailored to regional needs and approved SSBCI priorities.

The campaign shall support statewide outreach through a coalition of Urban League affiliates serving key Florida markets, including **Tallahassee, Jacksonville, Central Florida, Palm Beach County and the Treasure Coast, Pinellas County, Broward County, and Miami-Dade County**. Proposers should consider these markets when developing audience targeting, geographic deployment, media allocation, messaging, and performance strategies. The campaign shall be statewide and data-informed, with digital targeting and messaging tailored to regional needs and approved SSBCI priorities.

V. Period of Performance and Renewal

The initial contract term shall be as stated in the RFP and resulting agreement. Subject to applicable procurement requirements, continued funding, satisfactory performance, and ULBC approval, contracts for commodities or contractual services may be renewed on a yearly basis for a period of up to three years after the initial contract, or for a period no longer than the term of the original contract, whichever is longer. Any renewal shall be documented in writing and shall not alter the requirement for continued satisfactory performance and compliance with the approved Scope of Work.

VI. Contractor Responsibilities

- Execute integrated statewide digital marketing activities aligned with SSBCI objectives and designed to drive measurable traffic and engagement to ULBC.
- Prioritize marketing and promotional support for ULBC's initial "Access to Capital" Launch Event immediately upon contract execution and complete all required event marketing support within **fourteen (14) calendar days** of contract execution. The Contractor's responsibility is limited to marketing and promotional support unless additional event-related services are separately authorized by ULBC.
- Recommend the quantity, frequency, channel mix, audience segmentation, geographic allocation, and level of effort for digital campaign activities where ULBC has not established a fixed requirement.
- Develop messaging, creative assets, digital materials, social and paid media, email/newsletter content, web/landing-page content support, short-form video, and other approved digital campaign materials. All campaign toolkit materials shall be developed in English, Spanish, and Haitian Creole and provided in final and editable/source formats that allow authorized Florida affiliates to localize approved fields for their respective markets, including North Florida, Central Florida, South Florida, and other approved geographic markets.
- Update and refresh approved content on the FCUL website at www.floridaurbanleague.org, including SSBCI-related messaging, calls to action, links, and inquiry pathways. Campaign content shall coordinate with the Florida SSBCI webpage at www.floridajobs.org/FloridaSSBCI and direct interested small businesses to the approved inquiry process. Use approved digital channels and media placements to reach priority audiences statewide and direct users to ULBC's designated SSBCI website, landing page, or other approved digital destination. Campaign links, calls to action, and tracking methods shall be structured to measure traffic and approved conversion activity to ULBC.
- Maintain documentation sufficient for ULBC to verify performance, including content logs, screenshots, links, media placement records, analytics, approval records, invoices, and other supporting documentation.
- Provide the data and documentation necessary for ULBC to maintain required marketing/outreach dashboards and prepare recurring reports.
- Coordinate all public-facing materials and campaign activity through ULBC approval.
- Protect confidential information, program data, credentials, draft materials, and system access in accordance with ULBC requirements and applicable contract requirements.
- Participate in recurring coordination meetings, reporting briefings, corrective actions, and campaign optimization activities as required by ULBC.
- Do not independently make SSBCI eligibility, lending, underwriting, credit, funding, or program-approval decisions.

VII. Minimum Requirements and Proposer-Recommended Quantities

The following requirements are fixed and shall not be reduced by the Proposer:

- Bi-weekly campaign activity reporting and briefings, in the format and on the schedule approved by ULBC;
- Quarterly Outreach Marketing Impact reporting;
- Support for a real-time or regularly refreshed marketing and outreach dashboard, as required by ULBC;
- Statewide digital reach with specific attention to SEDI-owned businesses, VSBs, rural communities, and underserved markets, with measurable traffic directed to ULBC;
- ULBC approval, when applicable, before public use of digital marketing and outreach materials;
- Collection and reporting of required KPIs and supporting evidence of performance;
- Compliance with the accepted digital campaign quantities, frequencies, approval requirements, and any approved changes; and
- Documentation sufficient for ULBC to demonstrate and invoice for accepted performance.

For all other digital campaign activities, the Proposer shall recommend quantities and frequencies and explain how the proposed level of effort will achieve statewide reach and measurable engagement within the proposed price.

VIII. ULBC Campaign Goals and Performance Benchmarks

ULBC has established the following program-level marketing and engagement goals for the SSBCI campaign. These goals are provided to inform the Proposer's development of its two-year digital marketing strategy, recommended quantities and frequencies, channel mix, performance indicators, conversion strategy, and budget allocation. The Proposer shall describe how its proposed approach will support these goals and shall identify, for each applicable deliverable, the proposed quantity, frequency, KPI(s), conversion measure(s), Year 1 target, Year 2 target, and anticipated contribution toward the applicable campaign goal. Unless expressly incorporated as a contractual performance requirement in the final agreement, these goals represent ULBC campaign benchmarks and do not constitute a guarantee that the Contractor alone will achieve each program-level outcome.

For purposes of this marketing campaign, an outreach engagement shall mean a measurable digital engagement or other ULBC-approved campaign interaction that can be documented through campaign analytics, tracking, or other approved evidence.

Annualized Goal	Year 1	Year 2
Website Visits	475 website visits	950 website visits
Newsletters	10 newsletters	20 newsletters
Paid Social Media Ads	140 annual paid social media ads	280 annual paid social media ads
Social Media Impressions	6,300 thousand social media impressions	12,00 thousand social media impressions
Website Views	36,000 thousand views	72,000 thousand views
Website Clicks	12,000 website clicks	24,000 website clicks

11IX. ULBC-Provided Digital Destination and Campaign Resources

Campaign traffic shall be directed to approved SSBCI digital destinations, including the **FCUL website at www.floridaurbanleague.org** and the **Florida SSBCI webpage at www.floridajobs.org/FloridaSSBCI**, as well as any ULBC-approved landing page, inquiry form, or other digital destination.

The Contractor shall update and refresh approved FCUL website content, as authorized by ULBC, and coordinate campaign traffic with the Florida SSBCI webpage to direct interested small businesses to the approved inquiry process. The Contractor shall use ULBC-approved links, tracking parameters, calls to action, and conversion pathways.

Access to applicable websites and available campaign information will be shared with the selected Contractor and, when necessary for proposal development, may be made available to all Proposers through the designated procurement platform or formal addendum.

ULBC may provide approved SSBCI source materials, branding requirements, required disclosures, reference content, and other campaign resources. The **Contractor remains responsible for developing the digital campaign materials and editable multilingual toolkit required by this Scope of Work.**

X. Deliverables

#	Deliverable	Minimum Scope Requirement	Quantity / Frequency	Timing
1	Access to Capital Launch Event - Marketing Support	Access to Capital Launch Event - Marketing Support	Access to Capital Launch Event - Marketing Support	Access to Capital Launch Event - Marketing Support
2	Messaging and Creative Framework	Develop SSBCI messaging, calls to action, audience-specific copy, FAQs, creative standards, and adaptable campaign concepts for approved audiences and digital channels.	Proposer shall recommend the number of core messages, creative concepts, adaptations, and refresh frequency.	Initial framework early in contract; refresh throughout campaign as approved.
3	Digital Content Development	Develop approved digital marketing and outreach assets, which may include digital one-pagers, FAQs, social graphics, short-form video, testimonials/business stories, email graphics, display ads, and paid-ad-ready creative.	Proposer shall recommend quantities by asset type, audience, language, geographic market, and digital channel.	Ongoing throughout contract in accordance with approved campaign needs and content schedule.
4	Digital, Social, and Paid Media Campaign	Plan, place, manage, optimize, and document paid and organic media appropriate to campaign goals. Include audience targeting, approved calls to action that direct users to ULBC, tracking, optimization, and post-buy analysis where applicable.	Proposer shall recommend platforms, campaign count, posting frequency, paid-media allocation, flighting, reach/frequency goals, and optimization cadence.	Ongoing throughout contract.
5	Email / Newsletter Campaigns	Develop and support approved email and newsletter content promoting SSBCI information, resources, calls to action, and campaign updates to approved audiences.	Proposer shall recommend campaign frequency, content volume, audience segmentation, and optimization approach.	Ongoing throughout contract at the frequency accepted by ULBC.
6	Website / Landing Page and Conversion Support	Develop or support approved FCUL web/landing-page content, calls to action, links, tracking, and campaign content designed to move small businesses to ULBC's SSBCI information, resources, and approved next-step pathways.	Proposer shall recommend content volume, refresh cadence, conversion elements, and testing/optimization approach.	Initial support as needed for launch; ongoing updates and optimization.
7	Marketing and Outreach Dashboard / Data Support	Provide complete and timely campaign data needed for ULBC to maintain the required marketing and outreach dashboard, including activity, reach, impressions, engagement, geographic performance, ULBC website/landing-page traffic, referral/conversion activity, paid-	Required recurring support. Proposer shall identify data sources, refresh capability, and reporting method.	Dashboard/data updates at the frequency established by ULBC; maintain throughout contract.

8	Bi-Weekly Campaign Activity Report and Briefing Support	media performance, email metrics, and other approved KPIs. Provide complete campaign activity information needed for ULBC's bi-weekly reporting and briefing requirements, including completed activities, current work, upcoming activities, performance data, issues, and requested supporting documentation.	Bi-weekly - fixed requirement.	Bi-weekly on the schedule established by ULBC.
9	Quarterly Outreach Marketing Impact Summary	Provide a quarterly summary of statewide digital marketing activity, including individuals reached where measurable, engagement metrics, geographic coverage, traffic to ULBC, referral/conversion activity where available, qualitative feedback/testimonials, issues, lessons learned, and recommendations.	Quarterly - fixed requirement.	Quarterly on the schedule established by ULBC.
10	Campaign Closeout and Final Asset/Data Transfer	At contract completion or transition, provide a complete organized transfer of final approved assets, editable/source files where required, content and media logs, analytics, campaign data, open issues, and recommendations for continuation or renewal.	1 closeout package per contract term or as directed by ULBC.	At end of initial term and at each renewal/closeout, as applicable.

XI. Required Two-Year Marketing and Outreach Quantity and Performance Plan

As part of its technical proposal, each Proposer shall submit a two-year quantity and performance schedule sufficient to demonstrate how it will accomplish the statewide digital campaign within the proposed price. The schedule shall identify proposed quantities, frequencies, KPIs, conversion measures, Year 1 targets, Year 2 targets, two-year cumulative targets, media allocation, measurement methods, and optimization assumptions for each applicable deliverable.

The SSBCI Stakeholder Toolkit will be available in the Documents section of ULBC's designated procurement platform. To obtain access to the procurement platform, Proposers must complete **ATTACHMENT 6: Procurement Site Access Authorization Form** and email the completed form to procurement@ulbcfl.org.

The toolkit is provided as reference material to illustrate examples of the format, style, messaging, and presentation generally approved through ULBC's Communications review process. Proposers should use the toolkit as a guide when developing proposed campaign materials and creative approaches. Final campaign materials remain subject to ULBC review and approval.

The two-year quantity and performance schedule shall include, at a minimum:

- Contract Year 1 proposed quantities and frequencies by channel;
- Contract Year 2 proposed quantities and frequencies by channel;
- Annual KPI and performance targets for each contract year;
- Two-year cumulative quantity and performance targets;
- Paid-media allocation by contract year; and
- Planned content and campaign cadence by contract year;
- Digital content assets and anticipated monthly or campaign quantities;
- Digital/social content by platform and monthly or campaign frequency;
- Video/reel/testimonial or other multimedia content;
- Email/newsletter campaigns;
- Paid-media campaigns, flighting, audience targets, and proposed media allocation;
- Website/landing-page content and optimization activities;
- Data/dashboard refresh and reporting support; and
- Any other digital or media activity proposed to achieve statewide awareness, measurable traffic to ULBC, engagement, referral, or conversion objectives.

ULBC may negotiate or refine proposed quantities, annual performance targets, and cumulative two-year targets before contract execution. Once accepted and incorporated into the contract, the quantities, frequencies, and performance commitments shall be enforceable performance commitments for the applicable contract year and the two-year contract period.

XII. Required Proposal Response and Campaign Performance Matrix

To improve proposal comparability and allow ULBC to evaluate the reasonableness of each proposed campaign, the Proposer shall provide a response for each applicable deliverable using the required elements below. Proposers may provide additional supporting information, but the requested elements shall be clearly identifiable in the technical and cost proposal.

- Approach – How the Proposer will execute the deliverable.
- Quantity / Frequency – Proposed volume and cadence for Contract Year 1 and Contract Year 2.
- KPI(s) – Measures that will be used to evaluate performance.
- Conversion Measure(s) – Measurable user actions that will count as approved conversions.
- Year 1 Target – Quantified activity and performance target.
- Year 2 Target – Quantified activity and performance target.
- Two-Year Total – Cumulative quantity and performance commitment.
- Media / Channel Mix – Proposed platforms, formats, targeting, and allocation.
- Budget Allocation – Proposed amount assigned to professional services, paid media, platforms, creative/content, translation/localization, analytics/reporting, subcontractors, and other applicable costs.
- Measurement Method – How performance will be tracked, documented, and verified.
- Optimization Method – How the Proposer will review and adjust controllable campaign elements when performance is below target.

Proposers shall identify which ULBC campaign goals they believe are achievable within the stated annual budget, describe the assumptions supporting that conclusion, and identify the proposed quantities, frequencies, KPI targets, conversion assumptions, and performance commitments. Proposers shall not simply repeat ULBC's campaign goals without supporting rationale.

Conversion measures may include, as applicable, clicks or referral traffic to the FCUL website at www.floridaurbanleague.org and the Florida SSBCI webpage at www.floridajobs.org/FloridaSSBCI, completed small-business inquiries, newsletter sign-ups, completed information requests, approved calls to action, or other measurable actions approved by ULBC.

Deliverable	Proposed Quantity / Frequency	Year 1 KPI / Target	Year 2 KPI / Target	Conversion Measure	Year 1 Cost	Year 2 Cost	Two Year Total Cost

XIII. Performance Measures and Reporting

The Contractor shall collect, maintain, and report campaign performance data sufficient for ULBC to evaluate campaign effectiveness, verify accepted performance, measure progress toward ULBC campaign goals, and assess the campaign funnel from impressions and reach through website traffic, engagement, and approved conversion activity.

Required measures may include, but are not limited to:

- Traffic to the FCUL website at www.floridaurbanleague.org and the Florida SSBCI webpage at www.floridajobs.org/FloridaSSBCI, including campaign-driven referral traffic;
- Number of campaign-generated small-business inquiries and, where measurable, the source, geographic market, and campaign channel associated with each inquiry
- Social media reach, impressions, engagement, video views, and other platform metrics;
- Conversion activity, including completed information requests or other approved calls to action;
- Geographic digital reach, audience distribution, and engagement across priority markets;
- Digital content published, campaign links, and approved calls to action;
- Email/newsletter delivery, open rates, click-through activity, and other available engagement measures;
- Paid-media audience composition, reach, frequency, and post-buy performance;
- Qualitative feedback, testimonials, and business-owner insights collected through approved digital campaign activities; and
- Additional KPIs approved by ULBC or required by ULBC.

XIV. Approval, Documentation, and Acceptance Standards

- No public-facing material shall be released, posted, placed, or published until ULBC approval has been obtained and ULBC approval has been obtained when required.
- Contractor shall maintain version control and evidence of required approvals for all public-facing materials, including English, Spanish, and Haitian Creole versions and any affiliate-localized versions. Core SSBCI messaging, required branding, disclosures, calls to action, and other protected content identified by ULBC shall not be altered without ULBC approval.
- ULBC acceptance shall be based on completion of the applicable deliverable, compliance with approved requirements, and submission of adequate supporting documentation.
- Invoices shall identify the deliverable(s) or approved activity being billed and include documentation sufficient for ULBC to verify performance and support its own invoicing and audit requirements.
- ULBC may require reasonable revisions, corrections, replacement materials, or additional supporting documentation before acceptance.
- All deliverables, reporting, and documentation shall be maintained in an organized manner suitable for monitoring, audit, closeout, and transition.

XV. Security, Privacy, and Confidentiality

- Contractor shall use contract-related data, credentials, draft materials, participant/business information, and system access only for authorized contract purposes.
- Contractor shall not disclose confidential or restricted information to unauthorized parties and shall comply with ULBC data-handling and security requirements.
- Use of subcontractors, cloud services, AI tools, analytics platforms, APIs, or other third-party technology shall be disclosed to ULBC when such tools will access or process contract-related data or materials and shall be subject to required approvals.
- Contractor shall promptly report suspected unauthorized access, disclosure, misuse, loss, or security incidents to ULBC in accordance with contract requirements.

XVI. Subcontractors and Third-Party Providers

The Proposer shall disclose all subcontractors and material third-party providers proposed for performance of the work. No subcontractor or material third-party provider shall be used without required ULBC approval. The Contractor remains responsible for all subcontracted work, performance, documentation, confidentiality, and compliance with applicable contract requirements.

XVII. Advertisement Spend

The available paid-media/ad-spend amount for each contract year will be provided in the Documents section of ULBC's designated procurement platform.

Proposers shall use the stated ad-spend amount when developing their proposed media strategy, channel mix, geographic allocation, campaign frequency, and performance assumptions. Paid-media/ad-spend costs must be separately identified from professional service fees and all other proposed costs in **Attachment 7 – Cost Detail Sheet and Price Proposal Form**.

Any proposed use of the ad-spend allocation shall be reasonable, clearly documented, and aligned with the Proposer's technical approach, Campaign Performance Matrix, and proposed performance commitments.

XVIII. Performance-Based Quarterly Payment Structure

Payments shall be issued **monthly** based on the Contractor's satisfactory performance and ULBC's review and acceptance of the applicable work completed during the billing period. Each monthly payment shall correspond to the deliverables, activities, reporting requirements, and performance obligations associated with the applicable quarterly deliverable framework.

Quarterly deliverables may include **ongoing, recurring, or overlapping activities** that begin in one quarter and continue into subsequent quarters. Identification of a deliverable within a particular quarter does not necessarily mean that the activity begins or ends within that quarter. The Contractor shall demonstrate sufficient progress, completion, and/or continued performance of applicable deliverables to support each monthly invoice.

Payment shall be based on ULBC's review and acceptance of the Contractor's **completed deliverables, documented performance, required reporting, campaign monitoring and optimization activities, and compliance with the requirements of the Contract and Statement of Work**. Performance results and outcomes shall be evaluated in accordance with established contractual KPIs and performance requirements.

The following quarterly framework identifies the primary deliverables and performance activities anticipated during each contract year. Payments shall be invoiced monthly and shall be subject to satisfactory performance and ULBC acceptance of the applicable work completed during each billing period.

Quarter	Deliverable and Performance Basis for Monthly Payment
Quarter 1	Approved messaging and creative framework; campaign launch; initial digital assets; approved media setup; dashboard and reporting structure operational; and commencement of required campaign monitoring and optimization activities.
Quarter 2	Required campaign activities performed; paid and organic media executed; bi-weekly reporting current; KPI and performance data submitted; optimization activities documented; and applicable ongoing or overlapping deliverables maintained.
Quarter 3	Continued digital campaign execution; content and creative refreshes; audience targeting and refinement; performance monitoring and optimization; required reporting and analytics submitted and accepted; and applicable ongoing or overlapping deliverables maintained.
Quarter 4	Continued campaign execution and optimization; completion of applicable year-end deliverables; quarterly and annual performance reporting; asset and data transfer, as applicable; required documentation completed; and ULBC acceptance of applicable year-end deliverables.

Performance Markers

- **Deliverable Completion:** Required digital assets, campaigns, reports, content, and other applicable deliverables completed and accepted by ULBC.
- **Timeliness:** Deliverables, reports, invoices, and required supporting documentation submitted by the applicable due dates.
- **Campaign Execution:** Approved digital and media activities launched, maintained, and documented in accordance with approved quantities, frequencies, and contractual requirements.
- **Documentation:** Screenshots, links, platform reports, analytics, invoices, approval records, and other evidence sufficient to support ULBC verification, monitoring, and audit requirements.
- **KPI Reporting:** Required performance measures, including, as applicable, reach, impressions, engagement, website or referral traffic, conversion activity, email performance, paid-media performance, and geographic reach, reported for the applicable period.
- **Optimization:** Documented review of campaign performance and implementation of appropriate adjustments to targeting, creative, media placement, content, or other campaign elements based on performance data.
- **Compliance:** Compliance with applicable approval, reporting, subcontractor, third-party provider, public-facing communication, and other contractual requirements, with no unresolved material deficiencies for the applicable billing period.

Campaign KPIs shall be used to evaluate effectiveness, identify corrective action, and inform ongoing campaign optimization. **Payment shall remain principally tied to ULBC's acceptance of applicable deliverables, timely reporting, adequate supporting documentation, documented performance, and satisfactory compliance with the Contract and Statement of Work.**

Availability of Federal Funding

All payments under this Contract are subject to the availability and continued receipt of applicable federal funding. ULBC's payment obligations are limited to funds made available for the services under the applicable federal award and are subject to applicable federal funding requirements, approvals, and restrictions. Services and payments may be modified, reduced, suspended, or terminated if federal funding is reduced, delayed, withdrawn, or otherwise becomes unavailable, subject to the terms of the final Contract and applicable law.

- End of Exhibit A -

1.1. APPENDICES

ULBC may provide supporting documents relevant to the project scope, background, or proposal development. If specified in the RFP, including the Calendar of Events, Proposers may be granted access to these materials through ULBC's designated procurement platform.

To obtain access, Proposers must complete **ATTACHMENT 6: Procurement Site Access Authorization Form** and email the completed form to procurement@ulbcfl.org.

Supporting reference materials, including the SSBCI Stakeholder Toolkit, will be available in the Documents section of the designated procurement platform.

EXHIBIT B
INSURANCE REQUIREMENTS

The selected Proposer shall maintain insurance coverage and furnish required bonds in accordance with 2 CFR Part 200, the Miller Act (40 U.S.C. §§ 3131–3134), and Florida Statutes § 255.05, as applicable. Failure to comply with the requirements below may result in disqualification, delay in award, or termination.

A. INSURANCE REQUIREMENTS

Proof of insurance must be submitted with the proposal. ULBC’s insurance agent may review all certificates and may require adjustments to limits or coverage prior to contract execution.

1. Commercial General Liability (CGL): \$1,000,000 per occurrence / \$2,000,000 aggregate; includes bodily injury, property damage, completed operations; ULBC named as Additional Insured.
2. Professional Liability (Errors & Omissions), if applicable: \$1,000,000 per claim.
3. Automobile Liability: \$1,000,000 combined single limit for owned, hired, and non-owned vehicles.
4. Workers’ Compensation and Employer’s Liability: Statutory workers’ compensation; \$500,000 employer’s liability.
5. Umbrella / Excess Liability: Following form over CGL, Auto, and Employer’s Liability.
6. Carrier Qualifications: Licensed in Florida; minimum A.M. Best rating of A- (VII).
7. Certificates of Insurance: Required prior to start of work; updates may be required at any time.

RFP SUBMISSION PROCESS & INSTRUCTIONS

1.2. PROPOSAL CONTENT

The Proposal Narrative must demonstrate the Proposer's capability to perform the services required under this solicitation. The narrative shall provide a clear and comprehensive description of the Proposer's qualifications, relevant experience, proposed campaign approach, project management methodology, and ability to perform the services within the required period of performance.

Proposals shall be succinct, self-explanatory, and well organized to allow evaluators to assess the Proposer's ability to perform the Scope of Work and meet the requirements of this RFP.

The Proposal Narrative must not exceed ten (10) pages, excluding required attachments, forms, cost proposal, and other specifically required supporting documents. Pages exceeding the stated limit may not be considered in the evaluation.

1.3. PROPOSAL SPECIFIC REQUIREMENTS

Each proposal must include the following sections:

1. **Table of Contents** – Include section headings and page numbers.
2. **Organization Profile, Qualifications and Capacity** – Include company name, address, contact details, primary contact person, certifications, and key personnel.
3. **Relevant Marketing and Outreach Experience** – Describe the Proposer's experience performing projects of similar size, scope, complexity, and service type, including comparable digital marketing, outreach, small-business, public-sector, or federally funded initiatives.
4. **Project and Campaign Approach**–Describe how the Proposer will perform each applicable component of the Scope of Work, including campaign strategy, audience targeting, geographic reach, channel mix, creative/content approach, multilingual strategy, implementation schedule, reporting, measurement, and optimization. The response shall include the required Two-Year Marketing and Outreach Quantity and Performance Plan and Campaign Performance Matrix identified in Exhibit A.
5. **Financial Stability & Insurance/Bonding** – Proposers must provide proof of insurance in accordance with Exhibit C. Proposers may also submit documentation demonstrating their responsibility, capacity, and ability to successfully perform the work. Bonding may be required if applicable, see **6.11** (Exhibit C).
6. **Cost Proposal** – Submit a separate, detailed cost proposal using **Attachment 7 – Cost Detail Sheet and Price Proposal Form**.– Pricing shall separately identify Contract Year 1 and Contract Year 2 costs and, as applicable:
7. **References** – Provide three (3) client references from the past five (5) years using the provided Reference Form (Attachment 9). Each reference must include contact name, title, phone number, and email address.

1.4. PROPOSAL FORMAT

1. Proposals must be submitted in PDF format.
2. Required attachments, forms, certifications, and supporting documentation must be included with the proposal in the format specified in the solicitation.
3. Attachment 7 – Cost Detail Sheet and Price Proposal Form must be submitted in the required Excel format and, if required by ULBC, included in PDF format with the proposal package.
4. ULBC is not responsible for missing, incomplete, corrupted, inaccessible, or improperly uploaded files

1.5. PROPOSAL SUBMISSION

1. Proposal Submission Checklist

Proposals must be submitted in accordance with Attachment 10 – Proposal Submission Checklist.

2. Procurement Site Access Authorization Form

Access to the designated procurement platform is required. Proposers must complete Attachment 6 – Procurement Site Access Authorization Form and submit it to procurement@ulbcfl.org to request access.

3. Proposal Submission Date Deadline

Proposals must be uploaded through ULBC's designated procurement platform.

4. Submission of Signed Disclosures (Attachments)

Proposers must sign and submit all required disclosures, certifications, forms, and attachments listed in the Proposal Submission Checklist. These submissions may be reviewed for responsiveness and scored under the Compliance Submissions evaluation category.

5. Complete Proposal Submission

Proposers are responsible for confirming that all required proposal documents and files have been successfully uploaded before the submission deadline.

2. EVALUATION CRITERIA

2.1. EVALUATION CRITERIA

Only proposals that successfully pass the Mandatory Compliance Screening will advance to the scored evaluation. All proposals will be reviewed for responsiveness, including completion of all required forms, adherence to submission instructions, and receipt by the required deadline. Incomplete proposals, non-responsive, or fail to meet minimum requirements may be rejected and may not be evaluated. The Evaluation Committee will score all responsive proposals based on the weighted criteria outlined below to determine the proposal most advantageous to ULBC.

Evaluation Category	Proposal Evaluation Criteria	Weight
Qualifications & Organizational Capacity	Organizational capacity, staffing, financial stability, key personnel, technical resources, and ability to successfully perform a statewide marketing and outreach engagement.	15%
Relevant Marketing & Outreach Experience	Demonstrated experience with comparable marketing, outreach, digital engagement, small-business, public-sector, or federally funded campaigns; references and past performance.	10%
Technical & Campaign Approach	Quality, feasibility, and completeness of the proposed strategy, audience targeting, geographic reach, channel mix, creative/content approach, multilingual strategy, paid and organic media, and understanding of SSBCI objectives.	25%
Performance, Measurement & Optimization	Quality of proposed KPIs, conversion measures, performance targets, analytics, reporting, documentation, and approach to campaign monitoring and optimization.	15%
Implementation & Schedule	The proposer's work plan, launch readiness, sequencing of activities, reporting cadence, coordination approach, and ability to meet required timelines.	15%
Cost Proposal & Budget Realism	Reasonableness, completeness, transparency, competitiveness, and realism of proposed pricing, staffing, paid-media allocation, and other resources in relation to the proposed approach, deliverables, and available budget.	20%
	Total	100%

Proposals received after the deadline will not be opened or considered. Incomplete or non-responsive proposals may be disqualified at ULBC's discretion. All proposals and supporting documentation shall remain the property of ULBC and will be maintained according to ULBC's record retention policy. Proposal contents shall be kept confidential to the extent permitted by applicable laws and procurement policies.

ULBC reserves the right to shortlist proposers based on initial evaluations prior to final selection, in alignment with ULBC Procurement Policies.

Proposals will be evaluated based on written submissions. At the discretion of the evaluation committee, follow-up questions or requests for clarification may be issued. Formal interviews or presentations will not be conducted for this solicitation unless explicitly stated in the RFP.

2.2. PROPOSER TECHNICAL QUALIFICATIONS The proposer must demonstrate to the satisfaction of ULBC that it possesses the facilities, capacity, expertise, and financial stability necessary to perform the requested services effectively and reliably. ULBC reserves the right to reject any proposal if, in its sole judgment, the proposer does not meet the required qualifications or if an investigation reveals concerns regarding the proposer's ability to fulfill the terms of the contract.

3. NOTICE TO PROPOSERS

3.1. COMPLIANCE WITH LAWS/RULES/REGULATIONS

The Successful Proposer shall for itself, and it shall cause each of its employees, agents, representatives, contractors, and subcontractors to continuously comply with any and all federal, state, and local laws, rules, regulations, codes, ordinances, statutes, and orders of any public authority bearing on the performance of the awarded Contract by Proposer. The Successful Proposer shall ensure throughout the duration of the Contract that it, and all of its contractors and subcontractors of any tier, shall be properly licensed and certified, as applicable, continuously throughout the duration of all work performed and services provided in accordance with the resulting Contract. All such licensing and certification shall be at the sole cost of each contractor and subcontractor. Upon request, the Proposer shall furnish to the ULBC copies of any licenses, permits or certifications required to comply with any law, rule, regulation, code, ordinance, statute, and order referenced herein.

3.2. ACCEPTANCE/REJECTION OF PROPOSALS AND WAIVER OF IRREGULARITIES

The ULBC reserves the right to reject any and all Proposals, and/or to re-advertise, to waive any defects, irregularities, informalities, or technicalities therein, to negotiate Contract terms with the successful Proposer, to disregard all non-conforming or non-responsive parts of a Proposal, or to accept any Proposal which, in the ULBC's sole judgment will best serve its interests. The ULBC may supplement, amend, modify and/or expand the solicitation requirements, accept Proposals from one or more Proposers, in whole or in part, and award only a portion of this solicitation. The ULBC reserves the right to cancel this RFP solicitation at any time without any liability and to cancel the award of any Contract at any time before execution of said Contract by all parties without any liability to the ULBC. In consideration of the ULBC's evaluation of submitted Proposals, the Proposer, by submitting its Proposal, expressly waives any claim for damages, of any kind whatsoever, in the event the ULBC exercises its rights.

3.3. DISQUALIFICATION

The Proposal and the Proposer shall be disqualified if:

1. The Proposer or affiliate has been placed on the discriminatory vendor list pursuant to Section 287.134, Florida Statutes.
2. The Proposer or affiliate has been placed on the federal suspension and debarment list.
3. The Proposer or affiliate has not complied with an official order of any agency of the State of Florida or the United States to repay disallowed costs incurred during its conduct or projects or services.
4. The Proposer or affiliate has failed to perform any contractual obligation with the ULBC in a manner satisfactory to the ULBC; or has failed to correct unsatisfactory performance to the satisfaction of the ULBC.
5. The Proposer or affiliate had a contract terminated by the ULBC, by any other ULBC, State agency or Federal agency.
6. The Proposer or affiliate or any of its staff make contact in violation of the provisions of the Cone of Silence as set forth in Section 2.2 above.
7. The Proposer or affiliate or any of its staff have participated in the development of the RFP documents for this Solicitation.

3.4. NO DISCRIMINATION

The ULBC will adhere to Title VII of the Civil Rights Act of 1964.

3.5. NOTICE OF CONTRACT AWARD

ULBC anticipates awarding a contract(s) to the responsible and responsive proposer(s) whose proposal is determined, in writing, to be the most advantageous to the organization, taking into account price and all evaluation criteria specified in the RFP.

The selected proposer will be notified via email. If the notice of award is delayed, ULBC will issue written notice of the delay and include a revised date for the anticipated award announcement. This notification may be communicated by email or posted to the designated platform, as appropriate.

ULBC is not obligated to disclose proposer scores, rankings, or deliberations unless explicitly stated in the RFP. All proposal documents and evaluation materials will be retained in accordance with ULBC's file retention policy and may be subject to federal or state audit.

3.6. GRIEVANCE AND DISPUTES

The protest procedures set forth in Chapter 120, Florida Statutes, do NOT apply to the ULBC or to this RFP. By submitting a Proposal herein, the Proposer shall comply with the ULBC Grievance Policy and Procedures, which can be requested via email at procurement@ulbcfl.org.

3.7. WITHDRAWAL OF PROPOSAL

The Proposer may withdraw its proposal before the opening of the proposals by submitting a written request signed by an authorized representative of the firm and email to procurement@ulbcfl.org.

3.8. PRE-CONTRACTUAL EXPENSES & COST OF PREPARATION

ULBC shall not be liable for any pre-contractual expenses, which are defined as expenses incurred by a Proposer(s) in preparing its proposal in response to this RFP, negotiating with the ULBC any matter related to the proposal, or any other expenses incurred by Proposer(s) prior to the date of award of the contract(s) resulting from this procurement.

3.9. SALES TAX

ULBC is tax-exempt and shall provide a certificate of tax-exempt status upon written request by the Contractor after contract award.

3.10. INSURANCE REQUIREMENTS

ULBC requires Contractors to obtain appropriate insurance coverage within the prescribed minimum limits set forth for the proposed goods and/or services. The required proof of insurance must comply with all federal, state, and local requirements as required for executing the proposed goods and/or services. The Urban League of Broward County reserves the right to review and procure risk insurance instead of the insurance selected by the Contractor or in addition to insurance proposed by the Contractor, at ULBC's discretion.

3.11. BONDING REQUIREMENTS

Bid Bond: 5% of the total bid price is required when the estimated contract amount exceeds the Federal Simplified Acquisition Threshold (\$250,000). A bid bond, certified check, or other negotiable instrument accompanying a bid as assurance that the bidder will, upon acceptance of the bid, execute any required contractual documents within the specified timeframe (2 CFR Part 200, Appendix II(H))

Performance Bond: 100% of the contract price to guarantee that the contractor completes the project per the contract.

Payment Bond: 100% of the contract price to ensure subcontractors, laborers, and material suppliers are paid. Miller Act (40 U.S.C. 3131-3134) and Florida's "Little Miller Act" (F.S. § 255.05) require performance and payment bonds for public construction contracts exceeding \$100,000 (Florida) and \$150,000 (federal).

3.12. FEDERAL & STATE PROCUREMENT COMPLIANCE

This project is funded in whole or in part with federal funds. As such, all applicable provisions of **2 CFR Part 200** and its appendices shall apply to this solicitation and any resulting contract

As applicable, proposers must adhere to federal and Florida state laws and regulations, including but not limited to:

Labor & Wage Standards

Davis-Bacon Act (40 U.S.C. 3141-3148) and Florida's "Little Davis-Bacon Act" (F.S. § 218.735) require the payment of prevailing wages on federally and state-funded construction projects.

Contract Work Hours and Safety Standards Act (CWHSSA) (40 U.S.C. 3701-3708) mandates overtime pay for laborers working over 40 hours per week.

Copeland "Anti-Kickback" Act (40 U.S.C. 3145) prohibits contractors from forcing employees to return any portion of their wages.

Equal Employment & Non-Discrimination

Equal Employment Opportunity (Executive Order 11246) prohibits discrimination in hiring and requires affirmative action plans.

Americans with Disabilities Act (ADA) (42 U.S.C. 12101 et seq.) ensures accessibility compliance in construction projects.

Minority/Women-Owned Business Enterprise (MWBE) & Section 3 Compliance

(HUD Section 3 Program, F.S. § 287.09451) promotes the inclusion of disadvantaged businesses and local hiring efforts.

Federal and State Contracting & Procurement Standards

2 CFR 200.318-327 (Uniform Guidance) establishes procurement requirements for federal funds, including competitive bidding and contract oversight.

Miller Act (40 U.S.C. 3131-3134) and Florida's "Little Miller Act" (F.S. § 255.05) require performance and payment bonds for public construction contracts exceeding \$100,000 (Florida) and \$150,000 (federal).

Byrd Anti-Lobbying Amendment (31 U.S.C. 1352) prohibits federal funds from being used for lobbying efforts.

Florida Preference Law (F.S. § 287.084) grants preference to Florida-based businesses when competing against out-of-state firms.

Buy America Act (41 U.S.C. 8301-8305) and Build America, Buy America Act (BABA) (Public Law 117-58) require federally funded infrastructure projects to use domestically manufactured iron, steel, construction materials, and other U.S.-made products unless a waiver is granted.

Environmental & Safety Compliance

National Environmental Policy Act (NEPA) (42 U.S.C. 4321 et seq.) requires environmental impact assessments for federal projects.

Clean Air Act (42 U.S.C. 7401 et seq.) & Clean Water Act (33 U.S.C. 1251 et seq.) mandate pollution control measures in construction.

Occupational Safety and Health Act (OSHA) (29 U.S.C. 651 et seq.) establishes safety requirements for construction sites.

Florida's Environmental Protection Act (F.S. § 403) regulates air and water quality compliance for state-funded projects.

Debarment & Transparency Requirements

Debarment and Suspension (Executive Orders 12549 & 12689) prohibit federally debarred contractors from bidding.

Access to Records & Audits (2 CFR 200.336) and Florida's Public Records Law (F.S. Chapter 119) require public agencies to provide access to procurement records for auditing and transparency.

Florida Debarment Law (F.S. § 287.133) prohibits contracts with any persons or entities convicted of public entity crimes, barring them from bidding on public contracts.

Access to Records & Audits (2 CFR 200.336) and Florida's Public Records Law (F.S. Chapter 119) require public agencies to provide access to procurement records for auditing and transparency.

Employment & Foreign Contract Restrictions

Employment Eligibility Verification (E-Verify) (F.S. § 448.095) requires employers to verify the legal status of all new employees.

Scrutinized Companies List (F.S. § 287.135) prohibits contracts with companies engaged in business operations with Sudan, Iran, or those boycotting Israel, aligning state investments with U.S. foreign policy.

ATTACHMENT - 1
VENDOR CONFLICT OF INTEREST DISCLOSURE FORM

To ensure compliance with 2 CFR 200.318 and the Urban League of Broward County (ULBC) Conflict of Interest Policy, all bidders must complete this form to disclose any actual, potential, or perceived conflicts of interest before participating in the procurement process. A conflict of interest arises when an individual or entity involved in the procurement process has another interest that could materially interfere with their duty to act impartially. This includes ownership, personal, financial, or professional relationships that could create undue influence over the selection process. Failure to disclose a conflict of interest may result in disqualification from this procurement, contract termination, or other actions as permitted by law and ULBC policy.

Please check the appropriate box:

☐ **No Conflict of Interest** – I certify that no owner, officer, director, or employee of my company has a financial or personal interest in the procurement process or any relationship with ULBC staff, board members, or procurement officials that would create a conflict of interest as defined under 2 CFR 200.318.

☐ **Potential Conflict of Interest** – I disclose the following relationships that may be considered a conflict (attach additional pages if necessary):

Name of Individual: _____
Nature of Interest (Direct/Indirect***):** _____
Relationship to ULBC or Procurement Process: _____

* Immediate Family/Relative includes spouse/partner, children, parents, siblings, and in-laws Section 112.3143, F.S.

** Direct ownership means an individual owns any amount of a company or has decision-making control over procurement-related matters. Individuals with direct ownership must recuse themselves from procurement decisions in compliance with 2 CFR 200.318(c)(1).

*** Indirect ownership includes shares held through immediate family/relatives*, trusts, business partnerships, or any entity in which the individual has an interest but no controlling power. Even without control, individuals with an indirect interest must disclose the relationship to ensure transparency.

By signing below, I certify that:

1. I have reviewed my affiliations and financial interests, and to the best of my knowledge, I have disclosed all actual, potential, or perceived conflicts of interest.
2. I understand that I am required to update this disclosure annually and immediately report any new conflicts that arise.
3. I acknowledge that failure to disclose a conflict of interest may result in contract termination, disqualification from this procurement, and other legal consequences as permitted under 2 CFR 200.318.
- 4.

Firm Name: _____	Date: _____
Authorized Representative Name: _____	Title: _____
Signature: _____	Email/Phone: _____

ATTACHMENT – 2
NON-COLLUSIVE AFFIDAVIT

The undersigned, is duly authorized to represent the persons, business and corporations joining and participating in the submission of the foregoing Request for Proposal (RFP) (such persons, business and corporations hereinafter being referred to as the Proposer), being duly sworn, on his/her oath, states that to the best of his/her belief and knowledge no person, business or corporation, nor any person duly representing the same joining and participating in the submission of the foregoing bid, has directly or indirectly entered into any agreement or arrangement with any other proposers, or with any official of the Urban League of Broward County, or any employee thereof, or any person, business or corporation under contract with Urban League of Broward County whereby the proposer, in order to induce the acceptance of the foregoing RFP by the Urban League of Broward County, has paid, or is to pay to any other proposer, or to any of the aforementioned persons, anything of value whatever, and that the bidder has not, directly nor indirectly entered into any arrangement, or agreement, with any other proposer/s which tends to or does lessen or destroy free competition in the letting of the contract sought for by the foregoing RFP.

1. This is to certify that the proposer, or any person on his/her behalf, has not agreed, connived, or colluded to produce a deceptive show of competition in the manner of the bidding, or award of the referenced contract.
2. This is to certify that neither I, nor to the best of my knowledge, information and belief, the proposer, nor any officer, director, partner, member or associate of the proposer, nor any of its employees directly involved in obtaining contracts with Urban League of Broward County, or any subdivision of the state has been convicted of false pretenses, attempted false pretenses, or conspiracy to commit false pretenses, bribery, attempted bribery or conspiracy to bribe under the laws of any state or federal government for acts or omissions after January 1, 1985.
3. This is to certify that the proposer, or any person on his behalf has examined and understands the terms, conditions, scope of work and specifications, and other documents of this solicitation and that any and all exceptions have been noted in writing and have been included with the RFP submittal.
4. This is to certify that if awarded a contract, the proposer will provide the equipment, commodities, and/or services to members and affiliate members of the Agency in accordance with the terms, conditions, scope of work and specifications and other documents of this solicitation in the following pages of this RFP.
5. This is to certify that the proposer is authorized by the manufacturer(s) to sell all proposed products.
6. This is to certify that we have completed, reviewed, approved, and have included all information that is required of these RFP forms.

Certification

Firm Name:	_____	Date:	_____
Authorized Representative Name:	_____	Title:	_____
Signature:	_____	Email/Phone:	_____

ATTACHMENT – 3

E VERIFICATION CERTIFICATION

Name of Vendor/Contractor:	
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The undersigned does hereby certify that the above named contractor:

Is, or will be, registered with and using the E-Verify system prior to execution of the contract with Urban League of Broward County; or

2. Is, or will be, registered with the E-Verify system prior to execution of the contract with Urban League of Broward County, but does not have any employees and does not intend to hire any new employees during the period that the contractor will be providing services under the contract; or
3. Is, or will be, registered with the E-Verify system prior to execution of the contract with Urban League of Broward County, but employs individuals who were hired prior to the commencement of providing labor on the contract and does not intend to hire any new employees during the period of time that the contractor will be providing labor under the contract.

The undersigned acknowledges the use of the E-Verify system for newly hired employees is an ongoing obligation for so long as the contractor provides labor under the contract and that the workforce eligibility of all newly hired employees will be properly verified using the E-Verify system.

Pursuant to Section 448.095 F.S., if Proposer is selected to enter into a contract with the Urban League of Broward County (ULBC), Proposer and any subcontractors used to carry out the duties and responsibilities outlined in a contract between ULBC and Proposer will register with and use the E-Verify system (E-Verify.gov) to verify the work authorization for newly hired employees. If applicable, selected Proposer(s) must also obtain and retain an affidavit from a subcontractor stating that the subcontractor does not employ, contract with or subcontract with anyone who is not duly authorized to work in the United States.

Certification

Firm Name:		Date:	
Authorized Representative		Title:	
Name:		Email/Phone:	
Signature:			

ATTACHMENT – 4

NON-DISCRIMINATION, EQUAL OPPORTUNITY ASSURANCES, CERTIFICATIONS, OTHER PROVISIONS

Name of Vendor/Contractor:	
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The prospective Vendor certifies that it and its principals (subcontractors and suppliers):

As a condition of funding from Urban League of Broward County under Title II, Proposer assures that it will comply fully with the following:

1. Title VI of the Civil Rights Act of 1964 as amended, 42 U.S.C. 2000d et seq., which prohibits discrimination on the basis of race, color or national origin.
2. Section 504 of the Rehabilitation Act of 1973 as amended, 29 U.S.C. 794, which prohibits discrimination based on disability.
3. Title IX of the Education Amendments of 1972 as amended, 20 U.S.C. 1681 et. Seq., which prohibits discrimination based on sex in educational programs.
4. The Age Discrimination Act of 1975 as amended, 42 U.S.C. 6101 et seq., which prohibits discrimination based on age.
5. Section 654 of the Omnibus Budget Reconciliation Act of 1981 as amended, 42 U.S.C. 9849, which prohibits discrimination on the basis of race, creed, color, national origin, sex, handicap, political affiliation, or beliefs.
6. The American with Disabilities Act of 1990, P.L. 101-336, which prohibits discrimination on the basis of disability and requires reasonable accommodation for persons with disabilities.
7. Equal Employment Opportunity (EEO): The Proposer agrees that it shall comply with Executive Order (EO) No. 11246, Equal Employment Opportunity, as amended by EO No. 11375, requires that Federal Contractors and subcontractors not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. It also requires the Proposer and its subcontractors to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, or national origin and as supplemented in Department of Labor regulation 29 CFR Parts 33 and 37 as well as 41 CFR Part 60 and 45 CFR Part 80 if applicable.
8. Proposer also assures that it will comply with 29 CFR Part 37 and all other regulations implementing the laws listed above. Proposer understands that the United States has the right to seek judicial enforcement of this assurance.

Certification

Firm Name:	_____	Date:	_____
Authorized Representative		Title:	_____
Name:	_____	Email/Phone:	_____
Signature:	_____		

ATTACHMENT – 5

CERTIFICATION OF DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

TO BE COMPLETED BY PROSPECTIVE VENDOR

A. The prospective Vendor certifies that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or involuntarily excluded by any Federal, State, County, City or Town or other government agency.
2. Have not within a three (3) year period preceding this bid proposal been convicted of or had a civil judgment entered against it for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, City or Town or other local agency) transaction or contract; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State or local) within commission of any of the offenses enumerated in paragraph (A)(2) of this certification; and
4. Have not within a three (3) year period preceding this bid proposal had one or more public contracts (Federal, State, City or Town or other agency) terminated for cause or default.

B. Where the prospective Vendor is unable to certify any of the statements in this certification, an authorized signatory to this proposal shall complete, sign, and attach a detailed explanation.

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participants Responsibilities. The regulations were published as Part VII of the May 26, 1988, Federal Register (pages 19160 – 19211).

Certification

Firm Name:	_____	Date:	_____
Authorized Representative		Title:	_____
Name:	_____		_____
Signature:	_____	Email/Phone:	_____

ATTACHMENT – 6
PROCUREMENT SITE ACCESS AUTHORIZATION FORM

SECTION 1: ACCESS TO SECURED PROCUREMENT PLATFORM

Access to the SharePoint procurement platform, which hosts all solicitation materials and serves as the **required** site for uploading proposals, will be granted only to respondents who submit a completed Procurement Site Access Authorization Form (PSAA). Once the PSAA is confirmed, eligible respondents will receive a secure SharePoint invitation.

Important:

- Multi-Factor Authentication (MFA) is required and time-sensitive. Respondents must check their email and complete setup promptly to avoid access delays.
- Late PSAA submissions may result in disqualification. Access to PSAA is required to upload and submit proposals.

Access Request:

Please complete the contact information below for the authorized guest requiring SharePoint access. This individual must be authorized to upload the proposal on behalf of your organization.

Individual submitting proposal:

Authorized Guest Name
Title
Email Address
Phone Number

Firm Information:

Firm Name:	
Business Address:	
City, State, Zip:	
Phone:	Email:
Website (if applicable):	EIN/Tax Id/License Number(s)

SECTION 2: CERTIFICATION & AUTHORIZED SIGNATURE

I, the undersigned, certify that the information provided in this Letter of Intent is accurate and that this Organization intends to submit a proposal in response to RFP #EC09112026-1 issued by the Urban League of Broward County, in accordance with the terms and conditions outlined in the RFP.

Authorized Representative : _____	Title: _____
Signature: _____	Email/Phone: _____

ATTACHMENT – 7

COST DETAIL SHEET AND PRICE PROPOSAL FORM

The Cost Detail Sheet and Price Proposal Form is available in the Documents folder on the designated procurement platform. Access to the platform requires completion and approval of the Procurement Platform Access Authorization process.

Respondents are required to download, complete, and submit the Cost Detail Sheet and Price Proposal Form as part of their proposal. The completed form must be included in the proposal package in PDF format. In addition, respondents must upload the corresponding completed Excel version to their designated proposal submission folder on the procurement platform.

All pricing must be fully itemized, accurate, and submitted in accordance with the instructions provided in the solicitation documents and any associated technical materials.

Any revisions, supporting documentation, or official procurement updates related to Attachment 7 will be issued exclusively through the designated procurement platform via formal addendum. Respondents are solely responsible for monitoring the platform for updates.

ATTACHMENT - 8
DRUG-FREE WORKPLACE FORM

The undersigned proposer, in accordance with Florida Statute 287.087 hereby certifies that

Name of Vendor/Contractor:	
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does:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, employee assistance programs and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under quote a copy of the statement specified in Paragraph 1.
4. In the statement specified in Paragraph 1, notify the employees that, as a condition of working on the commodities or contractual services that are under quote, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Florida Statute 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of Paragraphs 1 thru 5.

As the person authorized to sign this statement, I certify that this firm complies fully with above requirements.

Certification

Firm Name: _____	Date: _____
Authorized Representative Name: _____	Title: _____
Signature: _____	Email/Phone: _____

ATTACHMENT – 9
PROFESSIONAL REFERENCES FORM

Name of Vendor/Contractor:	
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List three (3) clients during the past ten (5) years for which you provided a comparable amount of goods or services substantially similar to those specified in the solicitation in the spaces provided below. The same client entity shall not be used more than once. Attach additional documentation if necessary.

1.	Company Name:	
	Owner's Name:	
	Description of goods provided:	
	Contract Amount:	
	Start and End Date of Contract:	
	Contact Person:	
	Address:	
	Telephone Number:	
	Email Address:	
2.	Company Name:	
	Owner's Name:	
	Description of goods provided:	
	Contract Amount:	
	Start and End Date of Contract:	
	Contact Person:	
	Address:	
	Telephone Number:	
	Email Address:	
3.	Company Name:	
	Owner's Name:	
	Description of goods provided:	
	Contract Amount:	
	Start and End Date of Contract:	
	Contact Person:	
	Address:	
	Telephone Number:	
	Email Address:	

ATTACHMENT-10
PROPOSAL SUBMISSION CHECKLIST

Use this checklist to confirm that the complete proposal has been submitted through ULBC's designated procurement platform by the deadline stated in the Calendar of Events. Failure to submit a mandatory item may result in the proposal being deemed nonresponsive. Mark "Not Applicable" only where expressly permitted by this RFP.

Part A – Pre-Submission Administrative Item

This item is required to obtain access to the procurement platform and should be submitted sufficiently in advance of the proposal deadline. It is not evaluated or scored. **Attachment 6** – Procurement Site Access Authorization Form

Part B – Proposal Submission Documents

The complete proposal shall include:

- ☐ **Proposal Cover Page**
- ☐ **Signed Proposal Cover Letter**, including acknowledgment of the RFP and all issued addenda
- ☐ **Table of Contents**
- ☐ **Organization Profile, Qualifications and Capacity**
- ☐ **Relevant Marketing and Outreach Experience**
- ☐ **Project and Campaign Approach / Technical Response to Exhibit A**
- ☐ **Two-Year Marketing and Outreach Quantity and Performance Plan**
- ☐ **Campaign Performance Matrix**
- ☐ **Implementation Plan and Schedule**
- ☐ **Attachment 7** – Cost Detail Sheet and Price Proposal Form, Completed Excel workbook

- ☐ **ATTACHMENT 1:** Vendor Conflict of Interest Disclosure Form
- ☐ **ATTACHMENT 2:** Non-Collusive Affidavit
- ☐ **ATTACHMENT 3:** E-Verification Certification
- ☐ **ATTACHMENT 4:** Non-Discrimination, Equal Opportunity Assurances, and Other Required Certifications
- ☐ **ATTACHMENT 5:** Certification Regarding Debarment, Suspension, and Other Responsibility Matters
- ☐ **ATTACHMENT 6:** Procurement Site Access Authorization Form
- ☐ **ATTACHMENT-8:** Drug Free Workplace Form
- ☐ **ATTACHMENT-9:** References
- ☐ **ATTACHMENT-10:** Proposal Submission Checklist (Signed)

Part C: Additional Submittals (Compliance Submission)

- ☐ **Insurance:** Certificate of Insurance, proof of current coverage, or other documentation confirming the Proposer can meet the insurance requirements specified in the solicitation
- ☐ **Licenses or Certifications:** Copy of current applicable business license, professional license, trade license, certification, or other credential necessary to perform the work. If no license or certification is required, Proposer may mark "Not Applicable."
- ☐ **Subcontractors:** Disclosure of all subcontractors (if applicable).
- ☐ **Certified Minority Vendor or disadvantaged business status** (if applicable): provided for reporting purposes only (not for evaluation or scoring).
- ☐ **Federal Funding Acknowledgment**

I acknowledge this project may be funded in whole or in part with federal funds and compliance with 2 CFR Part 200 is required. Initial_____.

By signing below, the undersigned certifies that they are authorized to bind the firm and that all information submitted is true, complete, and accurate.

Firm Name: _____	Date: _____
Authorized Representative: _____	Title: _____
Signature: _____	Email/Phone: _____