



CITY OF DETROIT
OFFICE OF THE CHIEF FINANCIAL OFFICER
OFFICE OF CONTRACTING & PROCUREMENT

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February 6, 2023

TO: Honorable City Council

Re: Contract 6006014 Creative Day Technologies

The Office of Contracting and Procurement, on behalf of the Media Services Department, submitted for City Council approval Contract 6006014 with Creative Day Technologies to provide Media Production Services.

The bid was open from July 19, 2023 to September 19, 2023.

- 154 suppliers were invited, including 70 Detroit vendors.
- 39 vendors, of which 20 were Detroit vendors, accessed the bid in Oracle.

4 responses were received by the due date:

- Premier Entities, Inc.: 8/16/23
- Creative Day Technologies: 8/18/23
- Global Deregulated Services, Inc.: 8/30/23
- Irby Enterprises Company: 9/10/23 (earlier version submitted 8/29/23)

Creative Day Technologies scored the highest with 61.25 points. Although two of the bidders are located in Detroit, none of the bidders qualified for DBB/DHB points.

- Creative Day Technologies: 61.25 points
- Premier Entities, Inc.: 52.50 points
- Global Deregulates Services: 32.50 points
- Irby Enterprises Co.: 16.25 points

Creative Day Technologies scored the highest based on the published RFP criteria of qualifications and experience, capacity and cost. The vendor demonstrated a large inventory of equipment, their own transportation consisting of small delivery vehicles to large tractor trailers, and experience with other large clients such as the Detroit Regional Chamber (Mackinac Policy Conference), Stellantis, and Comerica Bank. The City was also able to negotiate a 40% reduction on their bid price. The third and fourth ranked bidders, who are located in Detroit, had bid prices 2x and 6x the price of the contract submitted to City Council, and did not have the capacity or equipment to provide the scope and scale of the required services.

CM Calloway's Office inquired why the Display Group, a Detroit vendor, had not bid. The Display Group has been registered in Oracle since 2019. They provided the following written statement: "Display Group was not aware of the RFP. We will work to train more personnel on the oracle portal so we can have more eyes on these RFP's. We currently only have one person with access to oracle."

Contract 6006014 is required by Media Services to provide the regular live broadcasting support to City Council, the Mayor's Office, and various City departments for their public meetings such as charter-mandated public meetings, the State of the City, and other public City sponsored events and



meetings. The largest public meetings can require upwards of 15 staff and numerous pieces of equipment, all of which must be transported by the vendor.

The prior contract expired December 2023, and the City does not have a current contract to provide these services.

We respectfully request that City Council approve Contract 6006014, which was awarded to the highest ranking vendor following a proper procurement process that ensured outreach to a large number of Detroit businesses who had registered as providing the services requested in the bid.

Respectfully submitted,

DocuSigned by:

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Sandra Stahl
Chief Procurement Officer
Office of Contracting & Procurement

DocuSigned by:

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Vickie Thomas
Director of Communications
Media Services Department

Cc: Malik Washington, Legislative Affairs Liaison