

Recommendation re Award of RFP No. 2097 to Encore Broadcast Equipment Sales, Inc. for Upgrading the Broadcast Equipment

The City of Lakeland's Communications Department and the Purchasing Division recommend the Award of RFP No. 2097 for the broadcast equipment upgrade in the City Commission Chambers to Encore Broadcast Equipment Sales, Inc.

The current system is piecemealed together over two decades with many parts no longer available. In fact, there is some equipment in the A/V control room that dates back to 1993. Technology has changed drastically over the years. This upgrade will allow the City to integrate new digital transmission technology and equip the City Hall A/V control room to be the central hub for all the City's broadcast needs.

On March 17, 2022, the City issued RFP No. 2097 for a broadcast system upgrade to the City Commission Chambers. The project includes major equipment replacement for a video switching and delivery system, and audio upgrades. The RFP called for a system that would allow a single operator to act as director, technical director, camera operator, closed caption operator, and graphics operator utilizing PTZ (remote) cameras for a one person – do it all solution.

Respondents were encouraged to conceptualize and present their recommendations for a system that would accomplish the needs outlined by the City's Communications Department.

On April 14, 2022, Purchasing received the following three proposals:

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| 1. Encore Broadcast Equipment Sales, Inc. – Tampa, FL | \$224,984.36 |
| 2. Innovated Solutions Inc. – Lakeland, FL | \$218,336.77 |
| 3. Swagit Productions, LLC – Dallas, TX | \$108,990.00 |

City Staff reviewed the proposals and evaluated the scope of work from each responding firm.

Innovated Solutions, Inc. was heavily considered, especially as a local vendor. However, their solution did not fully match the needs of the City without adding additional components not included in the base proposal. The total cost of the project with the addition of these components would have far exceeded the project budget.

The Swagit Productions, LLC proposal while coming in at a lower cost, did not specify a system according to the needs outlined in the RFP. Their proposal did include prosumer equipment that would be better suited for a mobile production but not for a multiple input broadcast solution.

Encore Broadcast Solutions, Inc. provided a system that most accurately matched the needs described in the RFP and came in under the allocated budget for the project. Staff identified them to be the most responsive to the RFP.

The negotiation process that followed the initial intent to award was extended due to supply chain issues. Fortunately, for the same project cost, we are now set to secure much better equipment and facility upgrades compared to the original proposal.

Funding for this project is budgeted in the Public Improvement Fund.

It is recommended that the City Commission authorize the award of RFP No. 2097 to Encore Broadcast Solutions, Inc. for the broadcast system upgrade to the City Commission Chambers and A/V Control Room and authorize the appropriate City Officials to execute an agreement, on behalf of the City of Lakeland, in the amount of \$224,984.36.