



BID AWARD PANEL CONTRACT AWARD

Award of Doc4476397872 to King Ursa Inc. for Advertising Agency Services for Strategic Public and Employee Communications

Date: November 21, 2024
To: Bid Award Panel
From: Chief Procurement Officer
Wards: All

RECOMMENDATIONS

The Chief Procurement Officer recommends that the Bid Award Panel grant authority to award the following contract:

Solicitation Number:
Request for Proposal Doc4476397872

Description:
Agency of Record, Marketing and Advertising Services for two (2) years with the option to extend for three (3) additional one (1) optional year periods.

Should the option(s) be exercised, then the Chief Communications Officer will request the Chief Procurement Officer to process the renewals under the same terms and conditions.

Recommended Supplier:
King Ursa Inc.

Contract Award Value:
\$6,929,204 net of all applicable taxes and charges (includes 20% miscellaneous item)
\$7,830,001 including HST and all applicable charges.
\$7,051,158 net of HST recoveries

Contract is expected to start on January 1, 2025, and end on December 31, 2026.

Option Year 1 (January 1, 2027 - December 31, 2027)
\$3,353,982 net of all applicable taxes and charges (includes 20% miscellaneous item)
\$3,790,000 including HST and all applicable charges.
\$3,413,012 net of HST recoveries

Option Year 2 (January 1, 2028 - December 31, 2028)

\$3,353,982 net of all applicable taxes and charges (includes 20% miscellaneous item)

\$3,790,000 including HST and all applicable charges.

\$3,413,012 net of HST recoveries

Option Year 3 (January 1, 2029 - December 31, 2029)

\$3,353,982 net of all applicable taxes and charges

\$3,790,000 including HST and all applicable charges.

\$3,413,012 net of HST recoveries

The total potential contract award identified in this report including all option years is \$16,991,150 net of all applicable taxes and charges, \$19,200,000 including all applicable taxes and charges. **The total potential cost to the City including all option years is \$17,290,194 net of HST recoveries.**

FINANCIAL IMPACT

The total potential contract award identified in this report including all option years is \$16,991,150 net of all applicable taxes and charges, \$19,200,000 including all applicable taxes and charges. The total potential cost to the City including all option years is \$17,290,194 net of HST recoveries.

Sufficient funding has been included in the 2025 Operating Budget submissions for Participating Programs including Municipal Licensing and Standards, Solid Waste Management Services, Transportation Services, Toronto Water, City Manager's Office, Economic Development and Culture, Toronto Fire Services, Social Development, Finance and Administration, Energy and Climate and Toronto Public Health. Additional funding is also included in the 2025-2034 Capital Budgets and Plans for Toronto Water and Solid Waste Management Services. Funding for the remainder of the initial contract period will be included in the 2026 Operating Budget submissions of Participating Programs above.

Should the City choose to exercise its option to renew for three (3) additional one (1) year periods, then appropriate additional funding, if needed, will be included in 2027-2029 Operating and Capital Budget submissions for Municipal Licensing and Standards, Solid Waste Management Services, Transportation Services, Toronto Water, Economic Development and Culture, Toronto Fire Services, Social Development, Finance and Administration, Energy and Climate and Toronto Public Health.

Funding details are summarized in Attachment 1: Financial Impact Summary of Recommended Contract (net of HST recoveries).

The Chief Financial Officer and Treasurer has been advised of the award associated with this program to be considered along with other priorities in future budget processes.

SOLICITATION SUMMARY

Solicitation Issued: July 15, 2024 **Solicitation Closed:** August 14, 2024
Number of Addenda Issued: Four (4)
Number of Bids: Fifteen (15)

Table 1: Summary of Proposals Received

| Supplier Name |
|--|
| Art & Science Digital Experience Inc. |
| Camp Jefferson L.P. |
| Cossette Communications Inc. |
| Dentsu Creative Inc. |
| Ethnicity Multicultural Marketing Inc. |
| Gonez Media Inc. |
| Grey Canada ULC |
| Juniper Park\TBWA Communications ULC |
| NOW Communications Group Inc. |
| King Ursa Inc. |
| Point Blank Creative Inc. |
| Pound & Grain Digital Inc. |
| Publicis Canada Inc. |
| Sid Lee Inc. |
| Sussex Strategy Group Inc. |

Range of Scores: 45.8 to 126.1 out of 150

DIVISION CONTACTS

Anastasia Saradoc, Manager, Strategic Public and Employee Communications, 416-392-8123, Anastasia.Saradoc@toronto.ca

Clarman Yang, Manager, Purchasing Client Services, Purchasing and Materials Management, 416-392-1302, Clarman.Yang@toronto.ca

COMMENTS

For the recommended contract award, the following requirements have been met:

- a. the firm recommended for award is the highest scoring Supplier based on the evaluation criteria included in the Solicitation and meeting the requirements of the Solicitation;
- b. the appropriate Division has reviewed submissions and found the price to be reasonable, within available budget and concurs with the recommendation;
- c. the total contract value is less than \$20 million dollars (excluding applicable taxes) and the contract term is:
 1. for a contract funded by the operating budget, five (5) years or less including any option years; or
 2. for a contract funded by the capital budget, within the projected term of the capital funding for the project as set out in the capital budget,being within the authority of the Bid Award Panel;
- d. the Solicitation document was advertised on the City's internet website and bids or proposals were submitted electronically in Ariba; and
- e. the Fair Wage Office confirms the recommended firm understands the Fair Wage Policy and Labour Trades requirements and has agreed to comply fully.

Additional details and information for the above Solicitations are on the file in the Purchasing and Materials Management Division.

SIGNATURE

Geneviève Sharkey
Chief Procurement Officer

ATTACHMENTS

Attachment 1: Financial Impact Summary of Recommended Contract (net of HST recoveries)