

AVISO DE SUBASTA

Request for Proposals for Media Planning and Buying (Digital & Traditional) for Corporación para la Promoción de Puerto Rico como Destino, Inc. dba Discover Puerto Rico (DPR)

Subasta Número: DPR-02
Estatus: Abierta

Información General

Agencia: Departamento de la Vivienda (DV)

Tipo Subasta:

Requerimiento de Propuesta
(RFP)

Localización del Proyecto:

Todo Puerto Rico

**Fecha Reunión Pre-
Subasta:**

viernes, 21 de agosto de 2020
Hora: 10:00 a.m.

Lugar Pre-Subasta:

If you are interested in attending the Pre -Bid Virtual Meeting you may request an invitation via email cdbg@discoverpuertorico.com.

Fecha Entrega Pliegos:

Desde: viernes, 7 de agosto de
2020
Hora: 7:00 p.m.

Hasta: martes, 8 de septiembre de 2020
Hora: 5:00 p.m.

Fecha Apertura:

martes, 8 de septiembre de 2020
Hora: 5:00 p.m.

Costo Pliegos:

\$0.00

Descripción:

In response to the recovery efforts after Hurricanes Maria and Irma, the U. S. Department of Housing and Urban Development (HUD) allocated \$1,507,179,000 to the Government of Puerto Rico in Community Development Block Grant for Disaster Recovery (CDBG-DR) funds for the purpose of assisting in long-term recovery from the 2017 disasters. The Puerto Rico Department of Housing (PRDOH) was designated by the Governor of Puerto Rico as the grantee and administrator of this allocation. In addition to recover and rebuild, these funds are granted to stimulate economic growth in every affected community. As part of the economic recovery, Puerto Rico was granted a waiver to permit the use of up to \$25,000,000 CDBG-DR funds to revitalize the economy through Tourism and Business Marketing efforts. The PRDOH entered into a subrecipient agreement with Corporación para la Promoción de Puerto Rico como Destino, Inc. dba Discover Puerto Rico (DPR) to undertake a portion of the Tourism and Business Marketing Program. DPR is issuing this Request for Proposals (RFP) under the CDBG-DR allocation to request proposals from qualified proposers for Media Planning and Buying. This RFP includes two separate Scope of Services: one for Digital Media Planning and Buying; and one for Traditional Media Planning and Buying. Proposers may present proposals for either one or both Scopes of Services. The successful Proposer(s) shall engage immediately after an agreement with DPR is signed. The RFP process is designed to promote fair and open competition while seeking a cost competitive option. The RFP package must be downloaded from the website www.cdbg-dr.pr.gov in the "Procurement" section. Submissions of responses to the RFP will only be accepted by electronic means. Proposers are advised that DPR will neither require nor accept physical proposal submissions, whether by courier, FedEx, UPS, DHL, personal delivery, or similar physical means. Responses to this RFP should be prepared in accordance with the instructions provided in the RFP package. The Proposal will be evaluated by DPR as described in the RFP and in accordance with applicable local

and federal laws and regulations, including HUD's requirements, among others. Proposals will be held in confidence and will not be released for public review until the final award(s) is (are) completed. Prior to award of a contract, DPR must obtain contractor clearance. To obtain clearance, DPR will search <https://www.sam.gov/SAM/> to verify whether the contractor is or not debarred using the Data Universal Numbering System (DUNS). THEREFORE, THE PROPOSERS MUST POSSESS A DUNS NUMBER AND BE REGISTERED IN THE SYSTEM FOR AWARD MANAGEMENT (SAM) AT THE TIME OF THE PROPOSAL SUBMISSION OR INITIATE THE REGISTRATION PROCESS RIGHT AFTER THE PROPOSAL SUBMISSION. FOR MORE INFORMATION ABOUT THE SYSTEM FOR AWARD MANAGEMENT (SAM) GO TO <https://www.sam.gov/SAM/>. Awards will only be issued to entities, which are cleared, and not ineligible for award of a contract due to suspension, debarment, or HUD imposed limited denial of participation. DPR is an equal opportunity employer and does not discriminate as to sex, gender or sexual identity, race, age, national origin, religious creed, civil status, war veterans, handicap or disable status. We appreciate your interest in being considered for the performance of the services described in this RFP. Aprobado por la Comisión Estatal de Elecciones CEE-SA-2020-4649.

Keren Cordero
Procurement Area

Notas Especiales

Información de Contacto

Contacto Agencia: Keren Cordero

Teléfono Contacto:

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