



April 9, 2008

MEMORANDUM

TO: District Board of Trustees
FROM: William D. Law, Jr., President
RE: Grants and Contracts – TCC as Provider

The following are recommended for approval:

I. RECEIPT, AMENDMENT, EXTENSION OF RESOURCES

1) Organization: FLDOT– Traffic Safety Media Campaign at Professional Sports Events (PM-08-07-01)
Scope of Service: TCC will coordinate a paid media campaign with major and minor league sports programs. This project will fund media advertisements with the following teams: Florida Panthers, Florida Marlins, Miami Heat, Orlando Magic, Tampa Bay Devil Rays, Tampa Bay Lightning and all minor league baseball parts across the state.
Effective Date: 10/1/2007 – 9/30/2008
Amended Contract Amount: \$1,500,000 (An increase of \$250,000)
Indirect Rate: 5%, \$71,429 (An increase of \$11,905)
Requested Board Action: Authorize the receipt of additional funds for the FLDOT – Traffic Safety Media Campaign at Professional Sports Events project

Staff Resource: Teresa Smith

RECOMMENDED ACTION:
Authorize the contract and agreement as noted.