

AGENDA ITEM REPORT

DATE: October 21, 2025
DEPARTMENT: Transit
REQUESTER: Dominic Gemelli
TITLE: Award Contract for Bus Advertising Graphics

I. MOTION REQUESTED

- A. Award Invitation to Bid No. B250290SML, LeeTran Advertising Graphics to Bladorn Investments, Inc. dba Monarch Direct for the advertising graphics for LeeTran on an as-needed basis, for an initial term of three years, as approved in the departments' annual adopted budget. Individual purchases in excess of \$100,000.00 will be presented to the Board for approval.
- B. Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.
- C. Grant the County Manager or designee the authority to renew the contract for up to three additional years, and to execute all associated documents, as approved in the departments' annual adopted budgets, if doing so is in the best interest of Lee County.

II. ITEM SUMMARY

Awards a contract to Bladorn Investments Inc. dba Monarch Direct to purchase bus advertising graphics and installation. Purchases will be on an as-needed basis. The term of the agreement is for an initial three-year period with the option to renew for up to three additional one-year periods. Purchases for bus advertising wraps and installation costs are reimbursed by LeeTran advertising clients.

Annual expenditures of up to \$180,000 are expected.as approved in the department's annual adopted budget.

III. BACKGROUND AND IMPLICATIONS OF ACTION

Procurement Management obtained bids for Invitation to Bid No. B250290SML, LeeTran Bus Advertising Graphics. On the bid deadline, August 13th, 2025, Procurement Management received two submittals. After conducting an analysis of the bid submissions, Bladorn Investments, Inc. dba Monarch Direct, Incorporated, was determined to be the responsible bidder with the lowest responsive bid. Staff recommends awarding a contract to Bladorn Investments, Inc. dba Monarch Direct, Incorporated for use on an as-needed basis for an initial three-year period in an amount of \$162,000 annually.

IV. FINANCIAL INFORMATION

Current Year Dollar Amount: \$162,000
Included in the Current Budget?: Yes
Fund: Enterprise
Comments:

Is this a revenue or expense item? Expense
Is this Discretionary or Mandatory? Discretionary
Will this item impact future budgets? NO
Program: Transit
Project: Transit Operating
Account Strings: : KI5440148600
Fund Type? Enterprise

V. RECOMMENDATION

Approve

ATTACHMENTS:

Contract - Monarch, Talking Points

REVIEWERS:

Mary Parrish, Transit

Mary Tucker, Procurement

Dominic Gemelli, Transit

Anne Henkel, Budget Services

Peter Winton, County Manager

Robert Holborn, County Attorney

Robert Codie, County Manager

Created/Initiated - 10/8/2025

Approved - 10/9/2025

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Final Approval - 10/9/2025