

**Agenda Item:** 2.d

**Meeting Date:** November 20, 2025

## MEMORANDUM

**To:** City Commission

**Through:**

**From:** Sue Burness

**Date:** 2025-11-20

**Subject:** RFP 25-2533 Livestream Broadcasting-Media Room Services for Commission Chamber-REBID

**Presenter(s):** Sue Burness

**Staff Recommendation:** Approval

**Strategic Themes:** Communications and Technology

**Boards & Committees:** NA

**Budget Impact:** \$66,914.50

**Past Action:** NA

**Next Action:** Approval

**Attachments:** [Purchase Agent Memo -RFP 25-2533 Livestream Broadcasting-Media Room Services for Commis.pdf](#)

**Background:** The City of Dunedin desires to contract with a qualified and experienced media consultant to provide professional services related to audio, Video, Production, Livestream Broadcast Management, Support, and consulting. All work will be performed during normal business hours, unless otherwise notified, and will include all labor and miscellaneous materials necessary to complete the services mentioned below.

2. Scope of Services

2.1. Professional Facility and Operational Services

a) The Consultant shall be held responsible for the existing City Hall operations and equipment.

b) Any technology or operational issues or concerns that the City expresses will be addressed and corrected in a timely manner by the Consultant.

c) The Consultant will perform routine cable management and organize equipment in production spaces as needed and will

provide recommendations for equipment and software to continue an effective and efficient production.

d) The Consultant shall maintain proper labeling of equipment and cabling.

#### 2.2. Meeting Coverage

a) The Consultant shall provide full meeting livestream coverage support for all upcoming City Commission meetings, Community Redevelopment Agency (CRA) meetings, Local Planning Agency (LPA) meetings and special meetings as needed.

#### 2.3. Equipment Purchasing

The Consultant shall not purchase any equipment on behalf of the City without prior authorization.

#### 2.4. Professional Services and Support

The Consultant shall maintain and service any equipment related to meeting coverage and the broadcast facility.

b) The Consultant shall provide support to the Communications Department for any Production, Broadcast, and internal Audio/Video support if necessary.

c) The Consultant shall provide training and support to City staff related to Audio, Video, Broadcast, and presentation equipment.

#### 2.5. Consulting Services

The Consultant shall provide consultation and subject matter expertise on topics related to Livestream Broadcast, Production, Citizen engagement, Social media streaming, Audio/Video, and the Granicus services or alike.

#### 2.6. Strategic Planning

Upon request, the Consultant shall support the Communications Department with any strategic planning and solutions related to Production, Broadcast, Citizen Engagement, and Audio/Video.

This Request for Proposal (RFP) was properly advertised on [www.demandstar.com](http://www.demandstar.com) on August 22, 2025. Ten (10) companies obtained plans and specifications. One (1) addendum was issued to the RFP. Two (2) responses were received by the October 1, 2025, submittal deadline.

The purpose of the RFP was to contract with a qualified and experienced media consultant to provide services required for Audio, Video, Production, Broadcast, Support, and consulting-related professional services.

An Evaluation Committee was developed to review and rank the proposals. The Evaluation Committee comprised Sue Burness, Communication Director; Phyllis Gorshe, Library Director; Michael Nagy, IT Director; Nicole Delfino, Strategy & Sustainability Manager; and Michelle Wells, Interim City Clerk. As a result of the discussion and rankings, the Evaluation Committee ranked proposals submitted by Full Moon Creative of Sunrise, FL, and Virtual Productions Group of Sebring, FL. Additionally, the Evaluation Committee interviewed the highest-ranked firm, Full

Moon Creative. The Evaluation Committee's recommendation is based on their scores and an interview with Full Moon Creative. Full Moon Creative's proposal is for \$66,914.50

Funds for this service are budgeted in Other Contractual Services, Account #001-1900-513-053405. Staff requests an award to Full Moon Creative for the amount of \$66,914.50.