

PHILIPPINE INTERNATIONAL CONVENTION CENTER

BAC Resolution Declaring HRRB and Recommending Approval

RESOLUTION NO. 074(12-23)

WHEREAS, the PICC-BAC advertised, through posting in the Phil-GEPS, PICC Website and in the bulletin board of the BAC Secretariat of the Request for Expression of Interest for the Procurement of the Consultancy Services of an Advertising Agency/Public Relations or Media Outfit, with an Approved Budget for Contract (ABC) of **TWO MILLION FORTY THOUSAND PESOS (P2,040,000.00), VAT inclusive;**

WHEREAS, the following advertising agencies bought the bid documents and were approved for inclusion in the short-list of bidders for the aforesaid project, namely; PURPLEBUG, INC. ("Purplebug") and RED ROOT ARTISTS AND ARTISAN MULTIPURPOSE COOPERATIVE ("Red Root");

WHEREAS, the bidding was conducted on November 22, 2023, wherein only Red Root submitted the Technical and Financial Proposals and made the oral presentation of their technical proposal after the opening of their eligibility documents and financial proposal;

WHEREAS, the summary of the rating of the technical and financial proposal of Red Root is as follows:

Name of Agency	Technical Score (1)	Financial Score (2)	Total Score (1)+ (2)
Red Root	86.67 (60.67%)	100 (30.00%) (P1,820,000.00)	90.67%

NOW, THEREFORE, We, the Members of the Bids and Awards Committee, hereby RESOLVE, as it is hereby RESOLVED, to recommend to the PICC Management the award to Red Root of the aforesaid services, as the bidder with the Highest Rated and Responsive Bid whose total offer of P1,820,000.00 is within the ABC.

RESOLVED, at the PICC, this 7th day of December, 2022.

on leave
MELPIN A. GONZAGA
Chairman

Elizabeth B. Aguirre
ELIZABETH B. AGUIRA
Vice-Chair

Percival M. Salonga
PERCIVAL M. SALONGA
Member

on leave
MARIA SOCORRO S. AVILA
Member

Portia G. Cabiad
PORTIA G. CABIAD
End-user

Approved on _____

Renato B. Padilla
RENATO B. PADILLA
General Manager