

CAREERSOURCE FLORIDA, INC.

POST-CONTRACT RETURN ON INVESTMENT (ROI) ANALYSIS FORM

Purpose: An ROI analysis is a performance measure used to evaluate the efficiency/profitability/return of an investment.

ROI tries to directly measure the amount of return of an investment relative to the investment's cost.

Instructions: All CSF contracts expected to exceed the federal small purchase threshold of \$250,000 must have conducted and documented at contract close-out a post-contract return on investment (ROI) analysis. This should be filed with the contract's close-out documentation.

Project Name, or Contract Number: Public Information and Outreach Services

Analysis for Vendor/Contractor: Moore Communications Group, PO0609;PO0610;PO0728 (Replaced Difference on PO0610)

Analysis conducted by: Violet Sharpe, Director of Contract

Date: 8/17/2020

Type of cost incurred: (professional services, goods/supplies, licenses, subscription, training/professional development,

List all costs to be incurred for this purchase/contract

Professional services

Actual contract cost: \$2,845,000

Did purchase meet the intended and anticipated need defined at pre-contract Yes, this purchase provided subscription-based research and related services for use by the DEO and CSF select staff.

CATEGORIES OF COSTS THAT WOULD HAVE INCURRED	COSTS THAT WOULD HAVE INCURRED	RETURN IMPACT High=3 Medium=2 Low=1	INVESTMENT (Monetary: travel, consulting, annual maintenance, licenses, start up costs, subscription. Non-monetary: time, lost production on other tasks, potential risks, imperfect processes, market penetration uncertainties)	COST IMPACT High=3 Medium=2 Low=1
LABOR FOR 8 STAFF PEOPLE (GRAPHIC DESIGNER (\$80k); CREATIVE DESIGNER (\$85K); (MARKETING & ADVERTISING MANAGER (\$65k); STRATEGIC COMMUNICATIONS DIRECTOR (\$130k); PUBLIC RELATIONS EXECUTIVE (\$204k); PUBLIC RELATIONS MANAGER (\$120k); ACCOUNT EXECUTIVE (\$93K); MULTI-MEDIA SPECIALIST (\$75K) PLUS 35% BENEFITS FOR SALARIES: SALARIES (\$852k) + BENEFITS (\$298,200) = \$1,150,200.	1,150,200.00	3	Full salary/benefits & overhead costs approx \$29,250 mo. (at least 4 staff \$80k - \$50k - \$60k - \$70k = \$260k plus 35% benefits \$91K = \$351K). Continuity and quality of work uncertain, lack of in-depth knowledge on array of public relations topics.	3
ADVERTISING COSTS, GRAPHIC DESIGN, VIDEO COST, INDUSTRY GRADE EQUIPMENT AND NEW SPACE COST, SOFTWARE, MATERIALS, COPYING, SUPPLIES ESTIMATED COST	4,500,000.00	3	Full salary/benefits & overhead costs approx \$29,250 mo. (at least 4 staff \$80k - \$50k - \$60k - \$70k = \$260k plus 35% benefits \$91K = \$351K). Continuity and quality of work uncertain, lack of in-depth knowledge on array of public relations topics.	3
OVERHEAD: RENT, SPACE, PAYROLL FOR 8 STAFF PEOPLE @ \$7,277 EA = \$29,107 (Rent for 2019 - 20 is \$17,586 per month x 12 months = \$211,032 for the year. Divide \$211,032 by 29 staff (add 4 new staff to 25 current staff) = \$7,277	58,216.00	2	Full salary/benefits & overhead costs approx \$29,250 mo. (at least 4 staff \$80k - \$50k - \$60k - \$70k = \$260k plus 35% benefits \$91K = \$351K). Continuity and quality of work uncertain, lack of in-depth knowledge on array of public relations topics.	2
FURNITURE/EQUIPMENT FOR 8 PUBLIC RELATIONS STAFF @ \$8,000 FOR 6 STAFF; \$16,000 FOR 2 STAFF, TOTAL: \$80,000	80,000.00	2	Full salary/benefits & overhead costs approx \$29,250 mo. (at least 4 staff \$80k - \$50k - \$60k - \$70k = \$260k plus 35% benefits \$91K = \$351K). Continuity and quality of work uncertain, lack of in-depth knowledge on array of public relations topics.	2
TOTAL COSTS WOULD HAVE BEEN (SUM THE COSTS ABOVE)	5,788,416.00			
INVESTMENT = ACTUAL COSTS INCURRED (CONTRACT PAYMENTS)	2,830,625.00			
RETURN (COSTS WOULD HAVE BEEN - ACTUAL COSTS INCURRED)	2,957,791.00			
ROI (RETURN - INVESTMENT) / INVESTMENT X 100%	4.49%			

This ROI of 4.49% is acceptable. As a general rule of thumb per <https://trendshare.org/how-to-invest/what-is-a-good-annual-rate-of-return>, "an ROI of 15% is a really good return on investment. It's aggressive, but it's achievable.... and you can beat the market at that rate".

CONCLUSION: