

Spain-Calvià: Advertising and marketing services

OJ S 216/2017 10/11/2017

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Ajuntament de Calvià

Postal address: c/ Julià Bujosa Sans, Batle nº 1

Town: Calvià

Postal code: 07184

Country: Spain

For the attention of: María Bosch Simó

E-mail: contractacio@calvia.com

Telephone: +34 971139157

Fax: +34 971139125

Internet address(es):General address of the contracting authority: <http://www.calvia.com>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Regional or local authority

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Anuncio de licitación. Explotación de la publicidad insertada en marquesinas, planímetros, OPIS y otros elementos informativo-publicitarios en el término municipal de Calvià, así como su mantenimiento, limpieza y reposición de dichos elementos.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: En los lugares indicados en los Anexos I y II del PPT.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Contrato administrativo especial para realizar la explotación de la publicidad insertada en marquesinas, planímetros, OPIS y otros elementos informativo-publicitarios en el término municipal de Calvià, así como su mantenimiento, limpieza y reposición de dichos elementos.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 15 075 847,51 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

II.3. Duration of the contract or time limit for completion

Duration in months: 120 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

— Definitiva (%): 5% del canon de adjudicación.

— Por ocupación de bien de dominio público: 4 253,62 EUR correspondiente al 3% del valor catastral de la superficie ocupada.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Condiciones especiales de ejecución de carácter social, medioambiental y lingüístico: Las recogidas en el artículo 11, letras f) y g) de la «Instrucción del Ayuntamiento de Calvià para una contratación pública con responsabilidad social, medioambiental y lingüística» (publicada en el BOIB n.83, 8.7.2017).

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Se acreditará mediante art. 75.1.a) del TRLCSP.

Minimum level(s) of standards possibly required: Volumen anual de negocios, o bien volumen anual de negocios en el ámbito al que se refiere el contrato, por importe igual o superior al importe anual de beneficios estimados 1 142 109,66 EUR.

III.2.3. Technical and professional ability

List and brief description of conditions:

Se acreditará mediante art. 78.1.a) y 78.1.h) del TRLCSP.

Minimum level(s) of standards possibly required:

Art. 78.1.a): Una relación de los principales servicios o trabajos realizados en los últimos 5 años que incluya importe, fechas y el destinatario, público o privado, de los mismos. Los servicios o trabajos efectuados se acreditarán mediante certificados expedidos o visados por el órgano competente, cuando el destinatario sea una entidad del sector público; cuando el destinatario sea un sujeto privado, mediante un certificado expedido por éste o, a falta de este certificado, mediante una declaración del empresario; en su caso, estos certificados serán comunicados directamente al órgano de contratación por la autoridad competente.

Y, art. 78.1.h) Declaración indicando la maquinaria, material y equipo técnico del que se dispondrá para la ejecución de los trabajos o prestaciones, a la que se adjuntará la documentación acreditativa pertinente.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3.

Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Mejoras sobre la cuantía del canon anual tipo. Weighting 50
2. Mejoras en el diseño y calidad del servicio. Weighting 40
3. Criterios de adjudicación de carácter medioambiental. Weighting 6
4. Criterios de adjudicación de carácter social. Weighting 4

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

99/17

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 14.12.2017 - 14:00

IV.3.4. Time limit for receipt of tenders or requests to participate

14.12.2017 - 14:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

Other: Catalán.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Place:

Se anunciará en el Perfil del Contratante.

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

8.11.2017