

Spain-Miranda de Ebro: Marketing services

OJ S 251/2021 27/12/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: AYUNTAMIENTO DE MIRANDA DE EBRO

National registration number: P0922400G

Postal address: PLAZA DE ESPAÑA, 8

Town: MIRANDA DE EBRO

NUTS code: ES412 Burgos

Postal code: 09200

Country: Spain

Contact person: FLORENCIO PEREZ ANTUNEZ

E-mail: fpa@mirandadeebro.es

Telephone: +34 947349110

Fax: +34 947349128

Internet address(es):

Main address: www.mirandadeebro.es

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: www.mirandadeebro.es

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promoción económica de Miranda de Ebro "Miranda Empresas"

Reference number: 2021/00005869L

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Contrato dirigido tanto a la planificación de la estrategia de desarrollo local como a su desarrollo y promoción a través de la página web y redes sociales, producción audiovisual de vídeos así como la asistencia a ferias, eventos y toma de contacto con clusters considerados de interés para el desarrollo del proyecto

II.1.5. Estimated total value

Value excluding VAT: 412 907,34 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 4

II.2. Description

II.2.1. Title

Planificación estratégica de desarrollo local

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Planificación y desarrollo de la promoción industrial de Miranda de Ebro a través de la Oficina de Desarrollo Municipal "Miranda Empresas", contemplando, entre otros muchos aspectos, la atención, orientación y acompañamiento a empresarios interesados a implantarse en la localidad, la propuesta y gestión de soluciones integrales a las empresas, la interlocución para agilizar las gestiones administrativas, la promoción Industrial externas, etc.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 149 642,43 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado por un año más. La prórroga será acordada por el órgano de contratación y será obligatoria para el contratista, siempre que su preaviso se produzca con al menos tres meses de antelación a la finalización del plazo inicial de duración del contrato.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13.

Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Producción audiovisual
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Elaboración del contenido audiovisual vinculado a la actualidad de "Miranda Empresas" para su difusión a través de diversas plataformas digitales.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 101 352,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado por un año más. La prórroga será acordada por el órgano de contratación y será obligatoria para el contratista, siempre que su preaviso se produzca con al menos tres meses de antelación a la finalización del plazo inicial de duración del contrato

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Promoción, eventos, representación y misiones comerciales
Lot No: 3

II.2.2.

Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Asistencia a ferias y foros de interés para el proyecto "Miranda Empresas, potencial las relaciones con vehículos de difusión y clusters, así como la atención a los medios de comunicación, gestión de entrevistas y elaboración de contenidos para éstos.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 85 902,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado por un año más. La prórroga será acordada por el órgano de contratación y será obligatoria para el contratista, siempre que su preaviso se produzca con al menos tres meses de antelación a la finalización del plazo inicial de duración del contrato

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Gestión web, programación y marketing on line

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Mantenimiento y gestión de la página web de "Miranda Empresas", dotándola de contenido

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 76 010,91 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado por un año más. La prórroga será acordada por el órgano de contratación y será obligatoria para el contratista, siempre que su preaviso se produzca con al menos tres meses de antelación a la finalización del plazo inicial de duración del contrato

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

- El cumplimiento del convenio o convenios colectivos de aplicación.
- Cumplimiento de la normativa nacional y de la Unión Europea en materia de protección de datos.

III.2.3. 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

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 25/01/2022 Local time: 20:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

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

IV.2.7. Conditions for opening of tenders

Date: 01/02/2022 Local time: 13:00

Place:

Salón de Plenos de la Casa Consistorial, ubicada en Plaza de España, 8, 09200 Miranda de Ebro, Burgos

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de Recursos Contractuales de Castilla y León

Postal address: Plaza de la Catedral, 5

Town: Zamora

Postal code: 49001

Country: Spain

E-mail: tribunalcontratoscyl@cccyl.es

Telephone: +34 980559800

VI.5. Date of dispatch of this notice

22/12/2021