



BOARD OF COUNTY COMMISSIONERS

DATE: September 5, 2013

AGENDA ITEM NO. //

Consent Agenda ☒

Regular Agenda ☐

Public Hearing ☐

County Administrator's Signature

Subject:

Approval of Ranking – Advertising & Promotional Services – Convention and Visitors Bureau (CVB)
Contract No.: 123-0268-P (SS)

Department:

Convention and Visitors Bureau / Purchasing

Staff Member Responsible:

D.T. Minich / Joe Lauro

Recommended Action:

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) APPROVE THE RANKING OF FIRMS AND AUTHORIZE STAFF TO NEGOTIATE AN AGREEMENT WITH THE HIGHEST RANKED FIRM FOR ADVERTISING AND PROMOTIONAL SERVICES FOR THE CVB, WITH BIRDSALL VOSS AND ASSOCIATES, INC. (BIRDSALL VOSS), TAMPA, FLORIDA.

Summary Explanation/Background:

On May 24, 2013, the Purchasing Department, on behalf of the CVB, let a Request for Proposal (RFP) for the purpose of hiring a firm to develop and implement domestic and selected international consumer and trade-based marketing communications programs. More specifically, the emphasis of work includes comprehensive sales and marketing programs aimed at conventions, trade shows, corporate meetings, sports organizers, film producers, leisure travel and other target audiences.

Proposals were received from three (3) firms. On July 31, 2013, an evaluation committee consisting of two (2) staff members from the CVB, one (1) staff member from Communications, two private citizens from the tourism industry, along with a representative from the Purchasing Department acting as facilitator, met and evaluated the proposals received.

The evaluation committee evaluated the firms per the following criteria:

- | | |
|---|------------|
| 1) Agency Background/Expertise | 100 Points |
| 2) Relevancy to CVB | 100 Points |
| 3) Case Histories | 200 Points |
| 4) Strategic Thinking/Creative Approach | 500 Points |
| 4) Cost | 100 Points |

The order of ranking of firms after evaluation of the proposals are as follows:

- | | |
|---------------------------|---------------|
| 1. Birdsall Voss | 864.04 Points |
| 2. FKQ Marketing, Inc. | 694.40 Points |
| 3. Engauge Marketing, LLC | 257.80 Points |

At the direction of the Board, staff will begin negotiation with the number one (1) ranked firm, Birdsall Voss. A final negotiated agreement will be presented to the Board for consideration at a later date.

Fiscal Impact/Cost/Revenue Summary:

Estimated Annual Cost: \$10,000,000.00

The funding source for these services is the Tourism Development Tax.

Exhibits/Attachments:

Contract Review

Evaluation Criteria Tabulation



**PURCHASING DEPARTMENT
CONTRACT REVIEW TRANSMITTAL**

CATS
NO.:
42035

PROJECT: ADVERTISING & PROMOTIONAL SERVICES

RFP NUMBER: 123-0268-P (SS)

REQ. NUMBER:

TYPE: ☒ **Purchase Contract** ☐ **Other:** ☐ **Construction-Less than \$100,000** ☐ **One Time**

In accordance with the policy guide for Contract Administration, the attached documents are submitted for review and comment.

Upon completion of review, complete Contract Review Transmittal and forward to next Review Authority listed. Please indicate suggested changes by revising, in RED, the appropriate section of the document reflecting the exact wording of the change.

RISK MANAGEMENT: Please enter required liability coverage on pages: 14-17

PRODUCT ONLY ☐

This is a 24-month contract.

Estimated Expenditure: \$ 16,000,000.00

REVIEW SEQUENCE	REVIEW AUTHORITY	REVIEW DATE	REVIEW SIGNATURE	COMMENTS (Attach Separate page if necessary)	COMMENTS INCORPORATED
1.	Purchasing Dept. J. Lauro, Director C. Mancuso, Ass't. Director S. Steele, P.A.	4/4/13 4/4	<i>[Signature]</i>	see comments	<i>[Signature]</i>
2.	CVB DT Minich, Director Teri Tuxhorn	5/4/13	<i>[Signature]</i> DT Minich	see red comments	<i>[Signature]</i>

Using Dept please provide below information:

☐ Yes, funding for this requisition is using grant Funding. ☐ No, funding for this requisition is not using grant Funding.

If grant funding is being used you must provide Purchasing with the exact clauses that need to be on attached document.

Please check attached vendor list. Circle vendors you want RFPs mailed to. Add additional vendors with complete information (Name and Email)

3. <i>3/9/13</i> <i>4/5</i>	Risk Management Director Attn: Virginia E. Holscher (Check applicable box at right)	4/9/13	<i>[Signature]</i>	Pls See changes p14-16	HIGH RISK NOT HIGH RISK
4.	BCC Finance Attn: Cassandra Williams	4/12/13	<i>[Signature]</i>		
5.	Legal Attn: Michelle Wallace Dennis Long Michael Zas	4/12/13 4/17/13	<i>[Signature]</i>	see comments on P. 5; P. 37; P. 43	<i>[Signature]</i>
6.	Asst. County Administrator Attn: M. Woodard	4/19/13	<i>[Signature]</i>	Modify to include a scripted oral presentation. This provides greater insight into the	<i>[Signature]</i>

RETURN ALL DOCUMENTS TO PURCHASING

Vendors creative capex + is consistent with

Make all inquiries to: Sue Steele at Extension 44776
In order to meet the following schedule, please return your requirements to Purchasing by: 04/30/13

past practice.

TENTATIVE DATES

RFP Mail Out: 05/02/13
RFP Opening: 06/04/13
BCC Approval: 08/06/13

included in RFP.
Evaluation deemed only on truly qualified firms

PINELLAS COUNTY EVALUATION CRITERIA TABULATION SHEET

RFP TITLE: Advertising & Promotional Services
RFP #: 123-0268-P (SS)

COMPANY NAME	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR	TOTAL POINTS	TOTAL AVERAGE	RANK
	Wayne Atherholt	Tim Closterman	David Downing	Jack Guy	DT Minich			
Birdsall Voss & Associates, Inc., d/b/a BVK	848.24	858.24	861.24	891.24	861.24	4320.20	864.04	1
Engauge Marketing, LLC	255.00	255.00	274.00	255.00	250.00	1289.00	257.80	3
FKQ Marketing, Inc.	690.00	702.00	695.00	695.00	690.00	3472.00	694.40	2

Date: July 31, 2013