



BOARD APPROVED

10/7/08

DATE

ITEM #

24

BOARD OF COUNTY COMMISSIONERS

DATE: October 7, 2008

AGENDA ITEM NO. 24

Consent Agenda

Regular Agenda

Public Hearing

County Administrator's Signature *[Signature]*

**Subject:**

Approval of Firm Ranking and Final Negotiated Contract-Technology Marketing Program-Convention and Visitors Bureau (CVB)  
Contract No. 078-0530-P (LN)

**Department:**

CVB/ Purchasing

**Staff Member Responsible:**

DT Minich / Joe Lauro

**Recommended Action:**

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD), APPROVE THE RANKING OF FIRMS AND FINAL NEGOTIATED CONTRACT FOR A TECHNOLOGY MARKETING PROGRAM - CVB WITH MILES MEDIA GROUP, INC., SARASOTA, FLORIDA.

IT IS FURTHER RECOMMENDED THE CHAIRMAN BE AUTHORIZED TO SIGN THE AGREEMENT, THE CLERK BE AUTHORIZED TO ATTEST, AND AFTER WRITTEN APPROVAL AS TO FORM BY THE OFFICE OF THE COUNTY ATTORNEY THE CONTRACTOR EXECUTE.

**Summary Explanation/Background:**

On August 1, 2008, the Purchasing Department on behalf of the CVB let a Request for Proposal (RFP) for the purpose of hiring a firm for technology marketing services. The primary emphasis of work includes the ongoing development, management and maintenance of the CVB's thirteen (13) websites. More specifically, the successful firm will be responsible for website development, content creation and maintenance, concept development, application development, hosting services, reporting, electronic marketing, data collection and technology support.

Proposals were received from six (6) firms. On September 5, 2008, the Evaluation Committee consisting of three (3) staff members from the CVB, one (1) staff member from Business Technology Services, one (1) member of the Tourist Development Council (TDC), along with a representative from the Purchasing Department acting as facilitator, met and evaluated the responsive proposals.

The Evaluation Committee evaluated the firms per the following criteria:

- |                                   |            |
|-----------------------------------|------------|
| 1) Qualifications and Methodology | 400 Points |
| 2) Personnel and Management       | 200 Points |
| 3) Experience                     | 300 Points |
| 4) Cost                           | 100 Points |

The firms in order of ranking are as follows:

- |                               |               |
|-------------------------------|---------------|
| 1. Miles Media Group, LLP     | 860.00 Points |
| 2. The Zimmerman Agency       | 800.20 Points |
| 3. Artemus Technologies, Inc. | 581.00 Points |
| 4. Mediagistic, Inc.          | 522.00 Points |
| 5. Visual Gov Solutions, LLC  | 511.00 Points |
| 6. Bayshore Solutions         | 439.00 Points |

The Evaluation Committee has determined that the proposals received are sufficiently competitive, detailed and comprehensive so that it would not require further negotiation with the highest ranked firm. It was the consensus of the Evaluation Committee to recommend that Miles Media Group, LLP, scoring 860 points out of a possible 1000, be awarded the contract. On September 10, 2008, the TDC Board met and unanimously approved the recommendation.

Services performed pursuant to this contract shall commence upon execution of the agreement and continue through September 30, 2009, to coincide with the County's Fiscal Year (October 1 through September 30<sup>th</sup>). There are three (3) additional twelve (12) month options of renewal beyond the initial contract period. Contract renewals will allow for price adjustments in an amount not to exceed the average of the Consumer Price Index for all Urban Consumers, not Seasonally Adjusted, for the twelve months prior to renewal, or five percent (5%), whichever is less.

**Fiscal Impact/Cost/Revenue Summary:**

Estimated Annual Cost: \$425,000.00

Funding will be derived from the CVB operating budget.

**Exhibits/Attachments Attached:**

1. Contract Review
2. Agreement
3. Evaluation Tabulation Sheet