

MANATEE COUNTY GOVERNMENT INTENT TO NEGOTIATE

SUBJECT	Design and Publication for Visitors Guide for Bradenton Area Convention and Visitors Bureau	DATE POSTED	MC <u>X 2/1/16</u> (SE) DS <u>X 2/1/16</u> (SE) CC <u>N/A</u>
PURCHASING REPRESENTATIVE	Christine Pearson, Ext.3037	DATE CONTRACT SHALL BE AWARDED	March 1, 2016 or later
DEPARTMENT	Bradenton Area Convention and Visitors Bureau	CONSEQUENCES IF DEFERRED	None
SOLICITATION	RFP #16-0414CP	AUTHORIZED BY DATE	<i>Melissa M. Wendel</i> Melissa M. Wendel, CPPO, January 22, 2016

NOTICE OF INTENT TO NEGOTIATE

Notice of Intent to Negotiate

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.

Manatee County Code of Laws

BACKGROUND/DISCUSSION

PROJECT BACKGROUND:

Manatee County solicited proposals from individuals, corporations, partnerships, and other legal entities authorized to do business in the State of Florida for the Design and Publishing of the Visitors Guide for the Bradenton Area Convention & Visitors Bureau. The Guide is the primary print fulfillment piece to potential visitors' requests for Manatee County travel information and is published annually. The Guide is used as inquiry response for the County's advertising campaign and is distributed through various domestic and international markets, trade shows, Florida visitor welcome centers, and other special promotions.

SOLICITATION:

The RFP was released on the Manatee County website and Demand Star. The RFP was advertised from November 25, 2015 through December 30, 2015. The sole proposal was received from SRQ Media, Sarasota, Florida.

EVALUATION COMMITTEE (VOTING) MEMBERS:

Elliott Falcione, Director, Convention and Visitors Bureau
 Nicholas Azzara, Information Outreach Coordinator, County Administration
 Christine Pearson, Contracts Negotiator, Financial Management Department, Purchasing Division

EVALUATION RESULTS:

The Evaluation Committee ("Committee") convened on January 15, 2016 and discussed evaluation committee responsibilities, including but not limited to the applicability of the Florida Sunshine Law and the anti-lobbying provisions of the Manatee County Code of Law. After calling for public comment, the committee discussed the fact that only one proposal was received and that the Purchasing Division had performed additional research to ascertain causes for the lack of competing proposals. The Committee Chairperson reported that in addition to being posted on the Manatee County website, the RFP was broadcast to 269 firms through Demand Star with a total 14 downloads. Furthermore, six requests were received from potential proposers for copies of the previous year visitor guide. Upon subsequent examination of the matter and discussion with some of the firms which requested the current guides, the reasons for not submitting varied, but none had any relevance to the content of the RFP and/or the scope of work. Reasons for not submitting included "too busy", "steady demand on his firm-right through the end of the year", and the last, though very excited to submit a proposal, was "unable to do so because their firm was merging with another firm in early December".

The Committee proceeded to review the one proposal received relative to the requirements of the RFP. After discussion of the proposal, the Committee unanimously recommends the following firm for commencement of negotiations based on the following observations:

SRQ Media, Sarasota, Florida – SRQ Media has demonstrated exceptional qualifications in their proposal. The proposal brought forth all necessary criteria specific to the information requested in the RFP. The firm has been in business for almost 20 years and has extensive experience relevant to the scope of work detailed in the RFP. Their proposed project approach will analyze the key areas of audience as well as the brand and content to design and publish a successful visitor guide. SRQ Media detailed in depth how to engage the reader, create content flow and highlight the County’s personal branding. In addition, SRQ Media has won several awards for similar visitor guides they have published. These factors coupled with the proposed project approach and extensive experience of personnel, resulted in the Committee’s recommendation to pursue negotiations with SRQ Media.

The above justifications are a generalized summary of major observations intended only to provide a sufficiently detailed overview of the main observations of a majority of Committee Members. Each Committee Member may have considered one or more facts or factors more or less important than the other Committee Members when voting, and this summary of the Evaluation Committee’s decision is not an attempt to exhaustively describe each of the relevant factors which motivated each of the Committee Members to select the rankings described.

ATTACHMENTS (List in order of attached)	None	FUNDING SOURCE (Acct Number & Name)	<input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST	<\$250,000.00 annually	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	Annually