

MANATEE COUNTY GOVERNMENT

INTENT TO AWARD

SOLICITATION NO./TITLE	22-TA004172BB/ Professional Website Redesign, Management, and Maintenance Services	DATE POSTED	MC _____ DS _____
PROCUREMENT REPRESENTATIVE	Brooke Baker, Procurement Team Leader	PROJECTED AWARD DATE	October 28, 2022
DEPARTMENT/ DIVISION	Bradenton Area Convention and Visitors Bureau (BACVB)	AUTHORIZED BY	Jacob Erickson, Purchasing Official

NOTICE OF INTENT TO AWARD

The Manatee County Procurement Division provides notice of its intent to award a contract to Madden Preprint Media, LLC d/b/a Madden Media for the provision of professional website redesign, management, and maintenance services.

ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance, Section 2-26.

BACKGROUND/EVALUATION

BACKGROUND

At the request of the Bradenton Area Convention and Visitors Bureau (BACVB), the Procurement Division solicited Request for Proposals (RFP) No. 22-TA004172BB for the provision of professional website redesign, management, and maintenance services.

The RFP was advertised on July 29, 2022 on the Manatee County and DemandStar websites. It was also provided to the Manatee County Chamber of Commerce, Manasota Black Chamber of Commerce, Gulf Coast Builders Exchange, and Gulf Coast Latin Chamber of Commerce for release to their members. Responses were received from the following firms: 1) Exemplifai, LLC d/b/a Exemplifi; 2) Fahlgren, Inc. d/b/a Fahlgren Mortine; 3) Granicus, LLC; 4) Laperro, LLC; 5) Madden Preprint Media, LLC d/b/a Madden Media; 6) The Zimmerman Agency LLC; and 7) Vtech Solution, Inc.

EVALUATION COMMITTEE MEMBERS

1. Brooke Baker – Procurement Team Leader, Procurement Division, Non-Voting Member
2. Kolby Gayson – Marketing & Communications Director, BACVB, Voting Member
3. Anna Pohl – CVB Manager, BACVB, Voting Member
4. Matthew Arriaga – Team Leader, Information Technology, Voting Member

EVALUATION SUMMARY

The Evaluation Committee first convened on October 10, 2022 to conduct technical evaluations of the responsible, responsive proposals received, which resulted in a unanimous vote to shortlist the following two firms: 1) Fahlgren, Inc. d/b/a Fahlgren Mortine; and 2) Madden Preprint Media, LLC d/b/a Madden Media. The two shortlisted firms presented to the Evaluation Committee on October 17, 2022. The Evaluation Committee met on October 17, 2022 for final technical evaluations, which resulted in a unanimous vote to enter into negotiations with Madden Preprint Media, LLC d/b/a Madden Media.

RECOMMENDATION

The Evaluation Committee unanimously recommends award to Madden Preprint Media, LLC d/b/a Madden Media.

ATTACHMENTS	Score Tabulation	NAME/NUMBER OF FUNDING SOURCE	1030002200-534000
ESTIMATED COST	\$125,000	FUNDS VERIFIED	Yes

Manatee County Procurement Division
 Score Tabulation
 Request for Proposals (RFP) No. 22-TA004172BB
 Professional Website Redesign, Management, and Maintenance Services

	Criteria: Relevant Experience & References <u>Maximum Points:</u> 30				Criteria: Organizational Structure & Capacity <u>Maximum Points:</u> 25				Criteria: Approach <u>Maximum Points:</u> 30				Criteria: Fee Proposal <u>Maximum Points:</u> 15				Results	
	Anna Pohl	Kolby Gayson	Matthew Arriaga	Average Score	Anna Pohl	Kolby Gayson	Matthew Arriaga	Average Score	Anna Pohl	Kolby Gayson	Matthew Arriaga	Average Score	Anna Pohl	Kolby Gayson	Matthew Arriaga	Average Score	Final Score	Final Ranking
Madden Media	25.00	30.00	25.00	26.67	20.00	25.00	17.00	20.67	25.00	27.00	20.00	24.00	10.00	13.00	10.00	11.00	82.33	1
Fahlgren Mortine	25.00	25.00	20.00	23.33	20.00	24.00	17.00	20.33	25.00	27.00	15.00	22.33	10.00	12.00	10.00	10.67	76.67	2
Lapero	20.00	18.00	20.00	19.33	20.00	18.00	15.00	17.67	25.00	18.00	15.00	19.33	10.00	13.00	5.00	9.33	65.67	3
The Zimmerman Agency	20.00	15.00	20.00	18.33	15.00	15.00	15.00	15.00	20.00	18.00	20.00	19.33	10.00	13.00	10.00	11.00	63.67	4
Exemplifi	15.00	15.00	15.00	15.00	15.00	10.00	15.00	13.33	5.00	15.00	20.00	13.33	5.00	5.00	5.00	5.00	46.67	5
vTech Solution	15.00	10.00	10.00	11.67	12.00	10.00	15.00	12.33	15.00	10.00	15.00	13.33	6.00	10.00	10.00	8.67	46.00	6
Granicus	15.00	10.00	10.00	11.67	15.00	5.00	15.00	11.67	15.00	10.00	10.00	11.67	8.00	10.00	10.00	9.33	44.33	7