

# MANATEE COUNTY GOVERNMENT SOURCE SELECTION

<b>SUBJECT</b>	RFP #11-1070FL Professional Advertising Agency Services	<b>DATE POSTED</b>	April 20, 2012 mymanatee.org <u>4/23/12</u>
<b>PURCHASING REPRESENTATIVE</b>	Frank Lambertson, 749-3042	<b>DATE CONTRACT SHALL BE AWARDED</b>	April <sup>30</sup> <del>27</del> , 2012 or there after
<b>DEPARTMENT</b>	Financial Management Dept./Purchasing Div.	<b>CONSEQUENCES IF DEFERRED</b>	N/A
<b>SOURCE RECOMMENDATION</b>	Aqua Marketing and Communications Inc., St. Petersburg, FL	<b>AUTHORIZED BY DATE</b>	Melissa M. Wendel, CPPO Purchasing Official, April 20, 2012

### ACTION DESIRED

Approval to enter into negotiations with Aqua Marketing and Communications Inc., St. Petersburg, FL to provide professional advertising agency services on an as required basis for the Manatee County Convention and Visitors Bureau (CVB).

### 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, Chapter 2-26 Manatee County Purchasing Ordinance, Section 2-26-40 and the Standards and Procedures approved by the County Administrator.

### BACKGROUND/DISCUSSION

- Estimated expenditure is \$275,000
- Funding Source: 103 0002200 534000
- **MANATEE COUNTY** firms that were directly contacted and made aware of this Request for Proposal were, and took the following actions in response to the RFP:  
  
There were no Manatee County firms found that would provide the products and services required by the RFP.
- Proposals were received from the following firms:  
  
**Manatee County** firms:  
  
None  
  
**Local** firms:  
  
Aqua Marketing and Communications Inc., St. Petersburg, FL  
Paradise Advertising & Marketing, Inc., St. Petersburg, FL
- See Page 2 and 3 for details.

<b>SUMMARY</b>	Recommend negotiations with Aqua Marketing and Communications Inc., St. Petersburg, FL
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<b>ATTACHMENTS: (List in order as attached)</b>	<b>INSTRUCTIONS TO BOARD RECORDS:</b>		
1. Approval Email - Ed Hunzeker	N/A		
<b>COST</b>	\$275,000 Annual Est.	<b>SOURCE (ACCT# &amp; NAME)</b>	103 0002200 534000
<b>COMMENTS</b>	N/A	<b>AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)</b>	N/A

**Other firms:**

Bright Red, Tallahassee, FL  
EW Bullock, Pensacola, FL  
Noise Inc., Sanibel, FL  
The Research Associate - Plum Agency, New York, NY

- Approval to enter into negotiations with the top ranked firm Aqua Marketing and Communications Inc., St. Petersburg, FL.
- The BACVB wishes to create a truly unique and distinctive destination brand that resonates with visitors and the community. The BACVB is seeking a professional firm with specific expertise in the strategic development of tourism positioning for destinations. The quality and content of the Anna Maria Island & Longboat Key marketing plan must accurately reflect the area and provide compelling reasons for consumers to visit the market. The objective is to increase tourism in Manatee County by providing potential visitors with a content rich, engaging marketing plan with easy to use travel planning tools that will encourage visitation and longer stays.
- 1/13/12 – 4/13/12 the appropriate proposal procedures were followed. The Request for Proposal (RFP) was broadcast via DemandStar to three hundred six (306) firms who provide this service; twelve (12) firms downloaded the RFP and six (6) firms' submitted proposals.
- The RFP was advertised locally in the Bradenton Herald, posted on the County's website and provided to the Manatee County Chamber of Commerce for release to members.
- The Selection Committee consisted of:  
  
Elliott Falcione, Convention and Visitor Bureau  
Nick Azzara, County Administrator Office  
Frank Lambertson, Financial Management Department
- The Selection Committee convened on 3/27/2012 and shortlisted the following firms: Paradise Advertising & Marketing, Inc., St. Petersburg, FL; Noise Inc., Sanibel, FL; and Aqua Marketing and Communications Inc., St. Petersburg, FL.
- The Selection Committee convened on 4/13/2012 and oral presentations were made by the shortlisted firms. The Selection Committee then ranked the firms as follows for the purpose of negotiating a contract with the top ranked firm:
- Ranked #1, Aqua Marketing and Communications Inc., St. Petersburg, FL – The top ranked firm, demonstrated exceptional qualifications via their proposal and oral presentation. Of particular importance was: its familiarity with the Manatee County's required media campaigns (to include Meetings, Weddings, Sports and International Visitors); high quality and multi-disciplined staff with the appropriate skill set; successful past performance with BACVB and County Commissioner's as stakeholders with complete rebranding buy in; and ability to successfully roll out the new brand.
- Ranked #2, Noise Inc., Sanibel, FL – The firm presented its professional capabilities in a clear and concise manner via their proposal response and made a very skilled presentation with each member of the firm participating. Noise Inc. has successfully provided similar services as required by the County, however, the Selection Committee ranked the firm second overall due to the perception of wanting to recreate our new brand using the County's name and the various locations of key firm members here in Florida and Wisconsin.
- Ranked #3, Paradise Advertising & Marketing, Inc., St. Petersburg, FL – The firm satisfactorily responded to the RFP and provided an acceptable oral presentation. The Selection Committee did not rank the firm higher than other ranked proposers and expressed the following concerns: unfamiliarity as to actions BACVB has recently taken and readdressing rebranding; recommendations on the pursuit of the Brazilian market; and client attention/response that the County might receive from the firm.
- Note that as usual, the above ranking justifications are a generalized summary of major observations intended only to give the Administrator 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 other Members when voting, and this summary of the Committee's ranking decision is not an attempt to exhaustively describe each of the relevant factors which motivated each of the Members to select the rankings described.

- The remaining proposal respondents were not ranked, although well qualified they were not selected based on a comparison of capabilities of the selected firm.

Bright Red, Tallahassee, FL

EW Bullock, Pensacola, FL

The Research Associate - Plum Agency, New York, NY



**Fw: Selection Committee Recommendation - RFP #11-1070FL - Professional Advertising Agency Services for BACVB**

**Melissa Wendel** to: Frank Lambertson  
Cc: Dennis Wallace

04/18/2012 01:58 PM

FYI

Melissa M. Wendel, CPPO  
Purchasing Official  
Manatee County Purchasing Division  
941-749-3054

----- Forwarded by Melissa Wendel/MCG on 04/18/2012 01:56 PM -----

From: Ed Hunzeker/MCG  
To: "Melissa Wendel" <melissa.wendel@mymanatee.org>  
Date: 04/18/2012 01:25 PM  
Subject: Re: Selection Committee Recommendation - RFP #11-1070FL - Professional Advertising Agency Services for BACVB

Melissa,  
Please proceed!  
Thank you!  
Ed

Sent from my iPhone

On Apr 18, 2012, at 12:27 PM, "Melissa Wendel" <[melissa.wendel@mymanatee.org](mailto:melissa.wendel@mymanatee.org)> wrote:

**Mr. Hunzeker,**

**We are communicating the recommended selection of Aqua Marketing and Communications, Inc., of St. Petersburg, FL to perform Professional Advertising Agency Services for the Bradenton Area Convention and Visitor's Bureau. Upon your approval of the recommendation of the Selection Committee, staff will proceed with the posting of the selection and begin negotiations. If you choose, you may direct staff to present this recommendation to the Board of County Commissioners for consideration.**

**Thank you,**

Melissa M. Wendel, CPPO  
Purchasing Official  
Manatee County Purchasing Division  
941-749-3054

----- Forwarded by Melissa Wendel/MCG on 04/18/2012 12:19 PM -----

From: Frank Lambertson/MCG  
To: Melissa Wendel/MCG@MCG  
Date: 04/18/2012 11:48 AM

Subject Selection Committee Recommendation - RFP #11-1070FL - Professional Advertising Agency Services for  
: BACVB

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Thanks.

Frank G. Lambertson, Contracts Negotiator  
Manatee County Government, Purchasing Division  
1112 Manatee Avenue West, Suite 803  
Bradenton, FL 34205  
[frank.lambertson@mymanatee.org](mailto:frank.lambertson@mymanatee.org)  
Phone: 941-749-3042  
Fax: 941-749-3034