

MANATEE COUNTY GOVERNMENT SOURCE SELECTION

SUBJECT	RFP #11-1020FL – CVB Rebranding Study and Services	DATE POSTED	May 24, 2011
PURCHASING REPRESENTATIVE	Frank Lambertson, 749-3042	DATE CONTRACT SHALL BE AWARDED	May 31, 2011 or after
DEPARTMENT	Financial Management Dept./Purchasing Div.	CONSEQUENCES IF DEFERRED	N/A
SOURCE RECOMMENDATION	Access Mail Processing Services, Inc.	AUTHORIZED BY DATE	Rob Cuthbert May 24, 2011

ACTION DESIRED

Approval to enter into negotiations with Aqua Marketing & Communications, Inc., St. Petersburg, FL for a Rebranding Study and Services at an estimated cost of \$24,000.

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 \$50,000 (budget).

Funding Source: 103 0002200 534000

- The Bradenton Area Convention and Visitors Bureau have the need to acquire Professional "Re Branding" Study and Services.
- 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.
- Proposals were received from the following firms:

Manatee County firms:

There were no Manatee County firms found that would provide the products and services required by the RFP.

SUMMARY

Recommend negotiations with Aqua Marketing & Communications, Inc., St Petersburg, FL.

ATTACHMENTS: (List in order as attached)

1. Approval Email Ed Hunzeker

INSTRUCTIONS TO BOARD RECORDS:

N/A

COST \$50,000

SOURCE (ACCT# & NAME)

001 0002200 534000

COMMENTS N/A

AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)

N/A

- **Local firms:**

Aqua Marketing & Communications, Inc, St. Petersburg, FL
EV Services, Tampa, FL
Paradise Advertising, St. Petersburg, FL
Schwartz Consulting, Tampa, FL

Other firms:

Bartles & Associates, Charleston, SC
Chandler Thinks, Hendersonville, TN
Marshall Strategy, San Francisco, CA
Noise Inc., Sanibel, FL
North Star Destination Strategy, Nashville, TN
Strategic Advisory Group, San Jose, CA
Third Wing, Lakeland, FL

- 1/12/11 – 5/2/11 the appropriate proposal procedures were followed. The Request for Proposal (RFP) was broadcast via DemandStar to two hundred ninety (290) firms who provide this service; nineteen (19) firms downloaded the RFP and eleven (11) firms' submitted proposals.

- The Selection Committee consisted of:

Elliott Falcione, Convention and Visitors Bureau
Debbie Meihls, Convention and Visitors Bureau
Frank Lambertson, Financial Management Department

- The Selection Committee convened 3/28/2011 and short-listed the following firms:

Aqua Marketing & Communications, Inc., St. Petersburg, FL
Noise Inc., Sanibel, FL
North Star Destination Strategy, Nashville, TN
Strategic Advisory Group, San Jose, CA

- Oral presentations were made by the short-listed firms on 4/26/2011.
- The Selection Committee convened on 5/2/2011 and ranked the firms as follows for the purpose of negotiating a contract with the top ranked firm:

Ranked #1, Aqua Marketing & 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 area; a proposed cost of \$24,400; successful past performance and a desire to meet the County needs and requirements.

Ranked #2, Noise Inc., Sanibel, FL – The firm presented its professional capabilities in a clear and concise manner via their proposal response. It has successfully provided similar services as required in the Scope of Service of the Request for Proposal and provided acceptable references. However, was ranked second by the Selection Committee due to a proposed cost of \$40,000 to the County and a Selection Committee concern based on the use of outdated information during the presentation.

Ranked #3, North Star Destination Strategy, Nashville, TN – North Star Destination Strategy submitted an informative proposal detailing their qualifications and knowledge of re branding services. The firm was ranked #3 when compared to the higher ranked firms due its proposed cost of \$48,000 and a perception by the Selection Committee of less than a total commitment to the project.

Ranked #4, Strategic Advisory Group, San Jose, CA – The firm made a satisfactory proposal response however its oral presentation was somewhat disheveled in attempting to answer our questions. The firm expressed more interest in the re branding of the Convention Center than the total requirement of the RFP at a proposed price of \$45,200.

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

Bartles & Associates, Charleston, SC
Chandler Thinks, Hendersonville, TN
EV Services, Tampa, FL
Marshall Strategy, San Francisco, CA
Paradise Advertising, St. Petersburg, FL
Schwartz Consulting, Tampa, FL
Third Wing, Lakeland, FL

Re: Selection for Negotiation - CVB Professional Re Branding Study and Services- RFP #11-1020FL
Ed Hunzeker
to:
Rob Cuthbert
05/23/2011 09:34 PM
Cc:
"Frank Lambertson", "Melissa Assha"
Show Details

Please proceed.

Ed

On May 23, 2011, at 2:16 PM, "Rob Cuthbert" <rob.cuthbert@mymanatee.org> wrote:

Mr. Hunzeker,

We are communicating the recommended selection of Aqua Marketing & Communications, Inc., St. Petersburg, FL for Professional "Re Branding" Study and Services. Negotiation shall be engaged to determine the final cost.

Staff will proceed with the posting of the selection and beginning negotiations upon your confirmation to proceed. If you choose, you may direct staff to present this recommendation to the Board of County Commissioners for consideration.

Thank you. Rob Cuthbert

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