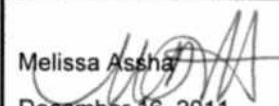


# MANATEE COUNTY GOVERNMENT SOURCE SELECTION

|                                  |  |                                       |  |
|----------------------------------|--|---------------------------------------|--|
| <b>SUBJECT</b>                   | Professional Website Management and Maintenance Services for the Bradenton Area Convention and Visitors Bureau | <b>DATE POSTED</b>                    | Date Posted on <u>12-20-11</u><br>Mymanatee.org <u>MEI</u>   |
| <b>PURCHASING REPRESENTATIVE</b> | Dennis W. Wallace  | <b>DATE CONTRACT SHALL BE AWARDED</b> | To Be Determined After Negotiations  |
| <b>DEPARTMENT</b>                | Financial Management Purchasing Division   | <b>CONSEQUENCES IF DEFERRED</b>       | N/A  |
| <b>SOURCE RECOMMENDATION</b>     | Request for Proposal No. 11-1071DW   | <b>AUTHORIZED BY DATE</b>             | Melissa Assha <br>December 16, 2011 |

### ACTION DESIRED

Begin negotiations with the top ranked firm, **MMG Worldwide**, Kansas City, Missouri, to provide Website Management and Maintenance Services for the Bradenton Area Convention and Visitors Bureau.

### ENABLING/REGULATING AUTHORITY

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

Manatee County Code of Law, Purchasing Ordinance, and the Standards and Procedures approved by the County Administrator.

### BACKGROUND/DISCUSSION

The County competitively solicited a Request for Proposal ("RFP") No. 11-1071-DW to perform Website Management and Maintenance Services for the Bradenton Area Convention and Visitors Bureau ("BACVB") on an annual basis to include, but not be limited to, website architecture and navigation, design, editorial, tourism business listings, functionality, content management, proofing and testing, and hosting and maintenance.

The RFP was broadcast via Demand Star to one hundred forty-one (141) firms who provide this service; twenty (20) firms downloaded the RFP and five (5) firms submitted proposals. In addition, the RFP was advertised in the Bradenton Herald, posted on the County's website, and provided to the Manatee County Chamber of Commerce for release to its' members.

*Continued on Page 2 -*

### SUMMARY

Begin negotiations with **MMG Worldwide**, Kansas City, Missouri, to provide Website Management and Maintenance Services for the Bradenton Area Convention and Visitors Bureau.

### ATTACHMENTS: (List in order as attached)

### INSTRUCTIONS TO BOARD RECORDS:

NA

### COST

Estimated \$150,000.00 annually

### SOURCE (ACCT# & NAME)

Tourist Development Tax  
(1030002200 534000)

### COMMENTS

N/A

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

N/A

**BACKGROUND / DISCUSSION – continued –****PROPOSALS:**

**PROPOSALS:** Proposals were received from the following firms:

Manatee County Firms:

Webtivity Design Solutions                      Bradenton, Florida

Local Firms:

Complete Spectrum, Inc.                      Tampa, Florida  
Miles Media Group, LLLP                      Sarasota, Florida

Other Firms:

Civic Plus    Manhattan, Kansas  
MMG Worldwide                                      Kansas City, Missouri

**SELECTION COMMITTEE:**

The Selection Committee consisted of the following:

Debbie Miehl                                      Executive Manager, Bradenton Area Convention and Visitors Bureau  
Michael McLaughlin                              Director, Information Technology Department  
Dennis W. Wallace                                Financial Management Department

The Selection Committee convened and short listed the following three (3) firms for Oral Presentations which were held on 10/12/2011:

- 1.) MMG Worldwide
- 2.) Miles Media Group, LLLP
- 3.) Webtivity Design Solutions

Subsequently, the Selection Committee ranked the firms as follows for the purpose of negotiating a contract with the top ranked firm:

**Ranked No. 1:    MMG Worldwide**

The top ranked firm demonstrated exceptional qualifications with impressive detail and provided the most comprehensive review of the BACVB website with numerous suggestions to enhance the pages and overall ROI to the website. Their project plan identifies powerful link development techniques and site placement such as search engine optimization, e-commerce, and on-line video content.

Their proposal outlined meaningful architecture to leverage the audience relationship while also optimizing website success. For example, the firm recommended enhancing website content as well as hiring local “ambassadors” to write on a continual basis for our destination which will allow BACVB’s search engine to be picked up amongst all the Google analytic “spiders” (i.e., a search engine that uses “spidering” to provide up-to-date data and can also be used for automating maintenance tasks on a web site) and create longer web visits and more potential travel bookings. The firm can also assist with multi-lingual sites and is aligned with County IT protocol.

The proposal also details new integrated approaches to content development and site placement for our website including new cutting-edge navigation called “Fly-out Navigation” which will place the BACVB website among the top tier web sites and keep visitors on the pages longer.

In addition, the proposal demonstrated the firm's understanding of the County's requirements, highlighting their successful past performance in the travel and tourism industry, a willingness to work with the County in improving the website design and functionality, and a reasonable pricing structure. The firm demonstrated such goals as enticing, informing, converting, and retaining and growing visitation to the area through the website. The firm's website layout examples were very rich and robust with graphics to lure the visitor in booking a vacation by promoting our destination through video enhancements and imagery.

The firm has a local office located in Sarasota, FL.

**Ranked No. 2: Miles Media Group, LLLP**

The firm presented its' professional capabilities in a clear and concise manner demonstrating that they have provided similar services as required in the Scope of Services with acceptable references and is the incumbent providing these services for BAVCB. However, as the incumbent, their proposal did not offer evidence of anything new or creative which would dramatically change the old platform that BACVB is currently performing within; for example, the firm did not demonstrate any focus on improving bounce rates or length of stays on the pages. As a result of this and a presumed higher cost to the County, the firm was ranked second by the Selection Committee.

**Ranked No. 3: Webtivity Design Solutions**

The firm submitted a basic proposal detailing their qualifications and experience in website design and development but did not provide sufficient experience in the travel industry or with any major CVB similar in complexity to BACVB's requirements. The proposal provided no evidence that the firm looked at the BACVB business model which focuses on out of town / state travelers.

The firm's staffing was identified as five (5) full-time employees and two (2) part-time employees who would be supplemented by local college interns to meet workload demands; in addition, subcontractors would be used for any advanced photography, video, animation, and copywriting services. As a result, the firm did not adequately demonstrate that they would be able to handle the volume of updates or latest trends in the travel industry.

The firm was ranked third when compared to the higher ranked firms due to the perception by the Selection Committee of less overall capabilities to meet the County's requirements.

**Remaining Respondents:** The remaining respondents, listed alphabetically below, were not ranked and, although well qualified, were not selected based on a comparison of capabilities of the selected firm however, as stated in the solicitation document, all of the criteria specified in the RFP were utilized in the selection determination.

·Civic Plus                      Manhattan, KS  
·Complete Spectrum        Tampa, FL

**FUNDING:**

The estimated annual expenditure is \$150,000.00 with funding provided by the Tourist Development Tax (1030002200 534000).