

# MANATEE COUNTY GOVERNMENT

## INTENT TO AWARD

<b>RFO NO. / TITLE</b>	22-TA004237BLS - Public Relations Services - North American Media Markets	<b>DATE POSTED</b>	MC _____ DS _____ CC _____ BIDSUNC _____
<b>PROCUREMENT REPRESENTATIVE</b>	Bonnie Sietman	<b>PROJECTED AWARD DATE</b>	August 26, 2022
<b>DEPARTMENT /DIVISION</b>	Bradenton Area Convention and Visitors Bureau	<b>AUTHORIZED BY DATE</b>	Jacob Erickson, Purchasing Official

### NOTICE OF INTENT TO AWARD

The Manatee County Procurement Division provides notice of its intent to award an agreement with Madden Preprint Media, LLC for the provision of public relations services in the North American media market.

### ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance, Sec 2-26.

### BACKGROUND/EVALUATIONS

#### **BACKGROUND**

This solicitation was advertised on July 8, 2022 on the Manatee County website and DemandStar. It was also provided to the Manatee County Chamber of Commerce, the Manasota Black Chamber of Commerce, Gulf Coast Builders Exchange and Gulf Coast Latin Chamber of Commerce for release to its members. Offers were received from:

- |                                                                                                                         |                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| 1. Hayworth Creative, Inc. dba Hayworth Public Relations, Ormond Beach, FL<br>2. Madden Preprint Media, LLC, Tucson, AZ | 3. Mort Crim Communications, Inc., (MCCI) Detroit, MI<br>4. The Zimmerman Agency, LLC, Tallahassee, FL |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|

#### **TECHNICAL EVALUATIONS**

Evaluation of offers was conducted based upon the criteria in the RFO. At the conclusion of evaluations, the highest scored firm was Madden Preprint Media, LLC.

The Bradenton Area Convention and Visitors Bureau is recommending award of an agreement for public relations services in the North American media market to the following firm:

- Madden Preprint Media, LLC

<b>ATTACHMENTS (List in order of attached)</b>	N/A	<b>NAME AND NUMBER OF FUNDING SOURCE</b>	1030002200-534000
<b>COST</b>	\$150,000 (annual estimate)	<b>FUNDS VERIFIED</b>	Yes

<b>Technical Evaluation Form</b> <b>Public Relations Services -</b> <b>North American Media Markets</b> <b>RFO No. 22-TA004237BLS</b> <b>Manatee County Government</b> <b>Procurement Division</b> <b>Bradenton, FL</b>	<b>Offeror and Team's Experience</b>	<b>Capacity</b>	<b>Approach</b>	<b>Fee Proposal</b>	<b>TOTAL</b>	<b>Final Ranking</b>
<b>Maximum Score</b>	<b>25</b>	<b>25</b>	<b>35</b>	<b>15</b>		
<b>Hayworth Creative Inc.</b> <b>dba Hayworth Public Relations</b>	20.0	23.0	35.0	14.0	92.0	2
<b>Madden Preprint Media, LLC</b>	24.0	24.0	35.0	14.0	97.0	1
<b>Mort Crim Communications, Inc. (MCCI)</b>	18.0	20.0	29.0	15.0	82.0	3
<b>The Zimmerman Agency, LLC</b>	15.0	10.0	15.0	10.0	50.0	4

Technical Evaluator: Kolby Gayson  
Procurement Representative: Bonnie Sietman