

# MANATEE COUNTY GOVERNMENT

## *INTENT TO AWARD*

<b>RFP NO./TITLE</b>	RFP No. 23-TA004673SB Creative Agency Services	<b>DATE POSTED</b>	MC _____	DS _____
<b>PROCUREMENT REPRESENTATIVE</b>	Stacia Branco	<b>PROJECTED AWARD DATE</b>	August 22, 2023	
<b>DEPARTMENT/DIVISION</b>	Bradenton Area Convention & Visitors Bureau (BACVB)	<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 a contract with Fahlgren, Inc. DBA Fahlgren Mortine for the provision of Creative Agency Services.

### ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance, Sec 2-26.

### BACKGROUND/EVALUATION

The Bradenton Area Convention & Visitors Bureau requested proposals from qualified firms to provide creative agency services that can creatively tell the story of BACVB promoting the diverse activities and geographical identifiers that make the destination what it is. Work with BACVB's other contracted vendors who manage the destination's website, public relations, and social media. Create all creative assets for BACVB, this includes but is not limited to video, editorial photos, digital ads, promotional items, etc.

The solicitation was advertised 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. Responses were received from the following firms:

1. Brand Poets, LLC
2. Espmedia Production Company
3. Evok Advertising & Design, Inc.
4. Fahlgren, Inc. DBA Fahlgren Mortine
5. Fuseideas, LLC
6. Madden Preprint Media, LLC DBA Madden Media
7. Maris, West & Baker, Inc.
8. Paradise Advertising & Marketing, Inc.
9. Zehnder Communications, Inc.
10. Zimmerman Agency, LLC

The following firms were deemed non-responsive: Goseetell Network, Inc. DBA Sparklosft Media

#### **EVALUATION COMMITTEE MEMBERS:**

Stacia Branco, Procurement Division, non-voting  
 Jayne Roberts, Fiscal Services Manager  
 Kelly Clark, Global Affairs Director

Kolby Gayson, Marketing & Communications Director

**EVALUATION SUMMARY:**

The Evaluation Committee first convened on June 30, 2023, and conducted technical evaluations of the responsible, responsive proposals received, which resulted in a unanimous recommendation to shortlist and hold presentations with the following two (2) top-ranked firms: Fahlgren, Inc. DBA Fahlgren Mortine and Madden Preprint Media, LLC DBA Madden Media. On July 11, 2023, the Evaluation Committee reconvened to hold presentations with the two (2) shortlisted firms. On July 11, 2023, the Evaluation Committee reconvened to conduct final technical evaluations of the two (2) shortlisted firms, which resulted in a unanimous recommendation to award to Fahlgren, Inc. DBA Fahlgren Mortine.

**RECOMMENDATION:**

The Evaluation Committee unanimously recommends award to the following firm: Fahlgren, Inc. DBA Fahlgren Mortine

<p><b>ATTACHMENTS</b> (List in order of attached)</p>	<p>Scoring Summary</p>	<p><b>ESTIMATED COST</b></p>	<p>\$570,000.00</p>
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Manatee County Procurement Division  
 Score Tabulation for Technical Evaluations  
 Request for Proposals (RFP) No. 23-TA004673SB  
 Creative Agency Services  
 July 11, 2023 @ 11:00 A.M.

	<b>Criteria: Proposer &amp; Team Experience Maximum Points: 25</b>				<b>Criteria: Approach Maximum Points: 35</b>				<b>Criteria: Capacity Maximum Points: 25</b>				<b>Criteria: Fee Structure Maximum Points: 15</b>				<b>Final Score</b>
	Jayne Roberts	Kelly Clark	Kolby Gayson	Average Score	Jayne Roberts	Kelly Clark	Kolby Gayson	Average Score	Jayne Roberts	Kelly Clark	Kolby Gayson	Average Score	Jayne Roberts	Kelly Clark	Kolby Gayson	Average Score	
<b>Fahlgren, Inc. DBA Fahlgren Mortine</b>	22.00	25.00	25.00	<b>24.00</b>	35.00	35.00	35.00	<b>35.00</b>	20.00	24.00	25.00	<b>23.00</b>	12.00	14.00	13.00	<b>13.00</b>	<b>95.00</b>
<b>Madden Preprint Media, LLC DBA Madden Media</b>	22.00	24.00	18.00	<b>21.33</b>	35.00	34.00	30.00	<b>33.00</b>	22.00	20.00	23.00	<b>21.67</b>	15.00	14.00	15.00	<b>14.67</b>	<b>90.67</b>
<b>Zehnder Communications, Inc.</b>	22.00	15.00	25.00	<b>20.67</b>	32.00	10.00	15.00	<b>19.00</b>	22.00	20.00	23.00	<b>21.67</b>	15.00	10.00	10.00	<b>11.67</b>	<b>73.00</b>
<b>Evok Advertising &amp; Design, Inc.</b>	22.00	15.00	15.00	<b>17.33</b>	30.00	18.00	15.00	<b>21.00</b>	25.00	24.00	20.00	<b>23.00</b>	5.00	10.00	5.00	<b>6.67</b>	<b>68.00</b>
<b>Paradise Advertising &amp; Marketing, Inc.</b>	25.00	19.00	20.00	<b>21.33</b>	24.00	20.00	10.00	<b>18.00</b>	22.00	24.00	20.00	<b>22.00</b>	5.00	8.00	5.00	<b>6.00</b>	<b>67.33</b>
<b>Fuseideas, LLC</b>	18.00	10.00	15.00	<b>14.33</b>	24.00	20.00	15.00	<b>19.67</b>	22.00	19.00	20.00	<b>20.33</b>	5.00	7.00	8.00	<b>6.67</b>	<b>61.00</b>
<b>Zimmerman Agency</b>	22.00	10.00	10.00	<b>14.00</b>	24.00	20.00	15.00	<b>19.67</b>	12.00	24.00	5.00	<b>13.67</b>	5.00	8.00	0.00	<b>4.33</b>	<b>51.67</b>
<b>Maris, West &amp; Baker, LLC</b>	15.00	10.00	15.00	<b>13.33</b>	8.00	10.00	0.00	<b>6.00</b>	12.00	10.00	10.00	<b>10.67</b>	10.00	8.00	5.00	<b>7.67</b>	<b>37.67</b>
<b>Brand Poets, LLC</b>	6.00	5.00	10.00	<b>7.00</b>	8.00	10.00	10.00	<b>9.33</b>	0.00	14.00	0.00	<b>4.67</b>	10.00	13.00	12.00	<b>11.67</b>	<b>32.67</b>
<b>Espmedia Production Company</b>	13.00	5.00	15.00	<b>11.00</b>	16.00	5.00	5.00	<b>8.67</b>	6.00	10.00	5.00	<b>7.00</b>	5.00	5.00	0.00	<b>3.33</b>	<b>30.00</b>