


# MANATEE COUNTY GOVERNMENT

## SOURCE SELECTION

<b>SUBJECT</b>	Professional Public Relations Services	<b>DATE POSTED</b>	Date Posted on Mymanatee.org <u>4/9/12 ML</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. 11-1070DW	<b>AUTHORIZED BY DATE</b>	 Dennis W. Wallace April 6, 2012
<b>ACTION DESIRED</b>			
<p>Authorization to enter into negotiations and award the top ranked firm, <b>Hayworth Creative Public Relations, Ormond Beach, Florida</b>, to provide Professional Public Relations Services.</p>			
<b>ENABLING/REGULATING AUTHORITY</b>			
<p>Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.)</p> <p>Manatee County Code of Law, Chapter 2-26 Manatee County Purchasing Ordinance, Section 2-26-40 and the Standards and Procedures approved by the County Administrator.</p>			
<b>BACKGROUND/DISCUSSION</b>			
<p>The County competitively solicited a Request for Proposal ("RFP") No. 11-1070DW seeking the best qualified firm to provide Professional Public Relations for the Bradenton Area Convention and Visitors Bureau ("BACVB") on an annual basis.</p> <p>The successful Proposer shall provide an overall public relations strategy to develop and implement a domestic public relations plan for the BACVB. The plan shall combine a number of specific tools and activities designed to secure positive media exposure for the County with the objective to increase tourism by providing potential visitors with content rich, reliable information with easy-to-use travel planning tools that will encourage visitation and longer stays.</p> <p>The RFP was broadcast via Demand Star and 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.</p> <p style="text-align: center;">- Continued on Page 2 -</p>			
<b>SUMMARY</b>	Authorization to enter into negotiations with <b>Hayworth Creative, Inc.</b> , to provide Professional Public Relations Services.		
<b>ATTACHMENTS: (List in order as attached)</b>		<b>INSTRUCTIONS TO BOARD RECORDS:</b>	
		NA	
<b>COST</b>	Approximately \$57,000.00	<b>SOURCE (ACCT# &amp; NAME)</b>	BACVB
<b>COMMENTS</b>	N/A	<b>AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)</b>	N/A

## PROPOSALS:

Proposals were received from the following firms:

### Local Firms that submitted proposals include:

- 1) FKQ Advertising + Marketing      Clearwater, FL
- 2) Ignition Branding                      Tampa, FL

### Other (non-local) Firms that submitted proposals include:

- 1) Boelter + Lincoln                      Milwaukee, WI
- 2) Hayworth Creative, Inc.              Ormond Beach, FL
- 3) Lou Hammond & Associates          New York, NY
- 4) Noise, Inc.                              Sanibel, FL
- 5) Patterson-Bach                        Maitland, FL
- 6) Y Partnership                          Orlando, FL
- 7) The Zimmerman Agency              Tallahassee, FL

## SELECTION COMMITTEE:

The Selection Committee consisted of the following:

Debbie Meihls	Marketing Manager	Convention and Visitors Bureau
Nicholas Azzara	Information Outreach Coordinator	County Administration
Dennis W. Wallace	Contract Negotiator	Financial Management Department

The Selection Committee convened and initially short listed four (4) firms for Oral Presentations which were held in November 2011 (one of the four short-listed firms, Lou Hammond & Associates, withdrew from competition after accepting an award from Collier County CVB).

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

### **Ranked No. 1: Hayworth Creative Public Relations**

The top ranked firm demonstrated exceptional qualifications and displayed a technical competence with impressive detail and results. Their proposal outlined the firm's successful campaigns that were completed for the BACVB as incumbent and included, for example, the "Anna Maria Island is Old Florida" campaign, "Free Nights in Florida's Gulf Islands" campaign, and the "Beyond the Beach" campaign which resulted in a very successful story on Horse Surfing which appeared in both print and television media.

The firm demonstrated a significant understanding of the BACVB's requirements as well as the knowledge and experience to work with the BACVB's goals and objectives. The firm effectively presented a strategic plan with strong emphasis on the ability to highlight the many County attractions such as Village of the Arts, Lakewood Ranch Main Street, as well as the beaches.

The Selection Committee ranked this firm first as a result of their overall capabilities to meet the County's requirements.

### **Ranked No. 2: FKQ Advertising + Marketing**

The firm's proposal satisfied the RFP's minimum qualifications and demonstrated its' understanding of the BACVB's requirements. The proposal exhibited the firm's experience in the restaurant, retail, and health care industries but no recent experience in the travel and hospitality industries was evident.

The firm's strategic plan was impressive with a good local quality that captured a cogent understanding of our destination yet the perception remained that the firm did not capably demonstrate the commensurate travel industry experience necessary to implement a workable strategy.

As a result, the Selection Committee ranked the firm second.

**Ranked No. 3: Ypartnership**

The firm's proposal demonstrates a basic understanding of the BACVB's requirements particularly evidenced by the firm's comprehensive experience with international clients, broadcast and print media, online and social media platforms. Notwithstanding the firm's strategic alliances with travel industry events and conferences it was imperceptible how the firm's strengths would be utilized to promote the BACVB's objectives. As a result, the Selection Committee ranked the firm third.

**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.

Boelter + Lincoln	Milwaukee, WI
Ignition Branding	Tampa, FL
Noise, Inc.	Sanibel, FL
Patterson-Bach	Maitland, FL
The Zimmerman Agency	Tallahassee, FL