

MANATEE COUNTY GOVERNMENT

INTENT TO NEGOTIATE

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| SUBJECT | Professional International Marketing & Public Relations Services in United Kingdom | DATE POSTED | MC 7/7/16 KSE DS 7/7/16 KSE CC N/A |
| PURCHASING REPRESENTATIVE | Greg Davis, 749-3037 | DATE CONTRACT SHALL BE AWARDED | Upon Completion of Successful Negotiations |
| DEPARTMENT | Bradenton Area Convention & Visitor Bureau | CONSEQUENCES IF DEFERRED | None |
| SOLICITATION | RFP #16-2077EC | AUTHORIZED BY DATE | Melissa M. Wendel, CPPO |

NOTICE OF INTENT TO NEGOTIATE

Notice of Intent to Negotiate with Touristik Marketing to provide Professional International Marketing & Public Relations Services in United Kingdom for Bradenton Area Convention & Visitor 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 Laws

BACKGROUND/DISCUSSION

PROJECT BACKGROUND:

Manatee County solicited proposals for Professional International Marketing and Public Relations representation in United Kingdom for the Bradenton Area Convention and Visitors Bureau (BACVB). The scope of work include marketing and public relations representation on behalf of the BACVB in Central Europe to create awareness and information on Manatee County and Bradenton Area. The scope also includes developing strategic messaging on a variety of Bradenton Area topics and developing a strategic annual marketing/promotions plan that integrates with the BACVB's objectives

SOLICITATIONS:

Manatee County solicited proposals for Professional International Marketing and Public Relations representation in United Kingdom for the Bradenton Area Convention and Visitors Bureau (BACVB). The scope of work include marketing and public relations representation on behalf of the BACVB in Central Europe to create awareness and information on Manatee County and Bradenton Area. The scope also includes developing strategic messaging on a variety of Bradenton Area topics and developing a strategic annual marketing/promotions plan that integrates with the BACVB's objectives

Manatee County Firms that were directly solicited:

None

Manatee County Firms that submitted proposals:

None

Local firms that submitted proposals include:

None

International firms that submitted proposals include:

Gosh PR Ltd London, England

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|---|------------------------------|--|---|
| ATTACHMENTS (List in order of attached) | | FUNDING SOURCE (Acct Number & Name) | Term Agreement <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds |
| COST | \$132,100 before negotiation | AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement) | N/A |

EVALUATION COMMITTEE (VOTING) MEMBERS:

Elliott Falcione - Director, Bradenton Area Convention and Visitors Bureau
 Karen Stewart - Economic Development Division Manager, Neighborhood Services Department
 Greg Davis - Chairman, Contracts Negotiator, Financial Management Department, Purchasing Division

Non-Voting Staff Attending:

Kelly Clark, Communications Manager, Bradenton Area Convention and Visitors Bureau

EVALUATION RESULTS:

The Evaluation Committee members discussed the one (1) proposal received in response to the formal solicitation announcement. The Committee reviewed the qualifications presented in the Gosh PR Ltd London, England response against the evaluative criteria defined in the RFP.

Based on the content of the written proposal submitted by Touristik Marketing, Aschaffenburg Germany, the Committee felt it had adequate information to proceed to a vote. The Committee voted unanimously that Touristik Marketing, Aschaffenburg Germany be recommended for moving to negotiations.

ESTIMATED COST OF SERVICES: The estimated expenditure is \$132,100 before negotiations.

FUNDING: : Account Key 1030002200 534000 (CVB-Marketing-Other Contractual Services)

The above justifications are a generalized summary of major observations intended only to provide a sufficiently detailed overview of the main observations of a majority of Committee Members. Each Committee Member may have considered one or more facts or factors more or less important than the other Committee Members when voting, and this summary of the Evaluation Committee's decision is not an attempt to exhaustively describe each of the relevant factors which motivated each of the Committee Members to select the rankings described.

The Evaluation Committee voted unanimously 3 to 0 to proceed with the award to **Gosh PR Ltd**.

The resulting agreement will be managed by the Bradenton Area Convention and Visitors Bureau