

MANATEE COUNTY GOVERNMENT

INTENT TO NEGOTIATE

SUBJECT	Professional Website Development, Management, Editorial and Maintenance Services for the Bradenton Area Convention & Visitors Bureau	DATE POSTED	MC _____ DS _____ CC _____
PURCHASING REPRESENTATIVE	Jacob Erickson, 3053	DATE CONTRACT SHALL BE AWARDED	Upon Completion of Successful Negotiations
DEPARTMENT	Bradenton Area Convention & Visitors Bureau	CONSEQUENCES IF DEFERRED	None <i>[Signature]</i>
SOLICITATION	RFP 16-1444EC	AUTHORIZED BY DATE	Melissa M. Wendel, CPPO <i>[Signature]</i>

NOTICE OF INTENT TO NEGOTIATE

Notice of Intent to Negotiate with Fahlgren, Inc. (d.b.a. Fahlgren Mortine) to provide Professional Website Development, Management, Editorial and Maintenance Services for the Bradenton Area Convention & 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 Laws

BACKGROUND/DISCUSSION

PROJECT BACKGROUND:

The Bradenton Area Convention & Visitors Bureau wishes to reimagine, redesign and replace the existing destination marketing website. The objective shall be to increase tourism in Manatee County by providing potential visitors with a content rich, reliable site with easy to use travel planning tools that will encourage visitation and longer stays. The quality and content of the Bradenton, Anna Maria Island, and Longboat Key website shall accurately reflect the area and provide compelling reasons for consumers to visit the market. Services include, but are not limited to: architecture and navigation, design, editorial, tourism business listings, functionality, recommendation of new features, content management, proofing and testing, industry best practices and hosting and maintenance.

SOLICITATIONS:

The RFP was advertised on the Manatee County website, DemandStar and was provided to the Manatee County Chamber of Commerce for release to its members. Thirteen (13) proposals were received.

Firm that submitted proposals include:

Ameex Technologies Corporation Aqua Marketing & Communications Axial, LLC Creative Arcade, LLC Fahlgren, Inc. (d.b.a. Fahlgren Mortine) Graphix 360, LLC Icon Enterprises, Inc., d.b.a. CivicPlus MMY Global, LLC Sikandar Consulting d.b.a. Yen Digital Simpleview LLC Sparxoo LLC Opin Software Inc. vTech Solution Inc.	Schaumburg, IL St. Petersburg, FL Boulder, CO Duluth, MN Columbus, OH Melbourne, FL Manhattan, KS Kansas City, MO Las Vegas, NV Tucson, AZ Tampa, FL Ottawa, ON, Canada Washington, DC
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ATTACHMENTS
(List in order of attached)

FUNDING SOURCE
(Acct Number & Name)

Term Agreement
☒ Funds Verified
☐ Insufficient Funds

COST \$250,000 before negotiation	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement) N/A
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EVALUATION COMMITTEE (VOTING) MEMBERS:

Matthew Arriaga – Software Design Manager, Information Technology Department
 Kelly Clark – Communications Manager, Bradenton Area Convention and Visitors Bureau
 Jacob Erickson - Contracts Negotiator, Financial Management Department (Chairperson)

Non-Voting Staff Attending:

Sable Santana – Facility Manager, Bradenton Area Convention and Visitors Bureau
 Elliot Falcione – Director, Bradenton Area Convention and Visitors Bureau
 Megan Body – Administrative Assistant, Bradenton Area Convention and Visitors Bureau

EVALUATION RESULTS:

The Evaluation Committee (the "Committee") convened in May 2016 to review evaluation committee responsibilities, discuss member's availability for future meetings, and the Florida Sunshine Law as applicable to public meetings. The Evaluation Committee then proceeded to review each of the thirteen (13) proposals for their responsiveness to the requirements of the RFP. As a result of the discussion, the Committee unanimously voted to invite three (3) firms to Oral Presentations. The Evaluation Committee (the "Committee") reconvened in July 2016 to evaluate the aforementioned Oral Presentations.

Fahlgren Inc. (d.b.a. Fahlgren Mortine) Columbus, OH – Based in Columbus, OH with an office located in Fort Lauderdale, FL, Fahlgren Mortine is marketing and communications firm with almost 20 years of experience in building travel destination websites. During Oral Presentations, Fahlgren Mortine presented a strong project approach and demonstrated a cohesive, open team. The team presented a concept website based on their research of Manatee County and indicated the desired level of functionality and content management necessary for building a premier destination marketing website. Fahlgren Mortine also has a vast amount of prior experience building destination marketing websites with locations such as TravelNevada, Visit Panama City Beach, and Visit Myrtle Beach. By coupling the experience of working with other tourism agencies, presenting a creative project team, and presenting a functional, multi-platform content management system, the Evaluation Committee determined that Fahlgren Mortine should be recommended for the Intent to Negotiate award.

Aqua Marketing & Communications, St. Petersburg, FL – Based in St. Petersburg, FL, Aqua Marketing & Communications is a full-service marketing and communications firm specializing in destination, travel and hospitality. Aqua Marketing & Communications consists of 37 individuals serving 18 total accounts. Though well versed in the destination marketing industry, the Evaluation Committee determined Aqua Marketing & Communications did not possess the desired amount of experience in destination marketing website development, management and maintenance. It was also noted that Aqua Marketing & Communications only had 37 individuals to support the anticipated workload outlined in the RFP. The Evaluation Committee determined Aqua Marketing & Communication might not be able to support the anticipated workload with their existing book of business and relatively small workforce. Due to the these reasons, the Evaluation Committee determined that Aqua Marketing & Communication should be ranked second.

Simpleview LLC, Tucson, AZ – Founded in 2001, Simpleview LLC specializes in destination marketing, technologies and interactive marketing services to Destination Marketing Organizations. With a staff size of 185, Simpleview LLC utilizes their own content management system called Simpleview CMS. After further evaluation by the Evaluation Committee, it was determined that Simpleview LLC, though technically strong, did not present a unique solution to the RFP. The examples were determined to be generic by the Evaluation Committee and did not possess the desired level of creativity necessary to create a state of the art destination marketing website. It was because of these reasons that the Evaluation Committee ranked Simpleview, LLC third.

Upon completion of the Oral Presentations on July 7, 2016, the Committee reconvened on July 27, 2016 to continue deliberation and ultimately recommended the Intent to Negotiate award for **Fahlgren, Inc. (d.b.a. Fahlgren Mortine)** to the County Administrator.

REMAINING RESPONDENTS

Ameex Technologies Corporation, Schaumburg, IL – The Evaluation Committee determined the firm's proposed websites lacked the creative element desired in the proposal.

Axial, LLC, Boulder, CO – The Evaluation Committee determined the example websites provided were too similar and lacked creativity.

Creative Arcade, LLC, Duluth, MN – The Evaluation Committee determined the firm lacked the necessary public sector experience set forth in the RFP.

Graphix 360, LLC, Melbourne, FL – The Evaluation Committee determined that the firm's provided websites lacked the functionality outlined in the RFP.

Icon Enterprises, Inc., d.b.a. CivicPlus, Manhattan, KS – The Evaluation Committee determined that the websites provided were not designed with a destination-marketing / tourism focus.

MMGY Global, LLC, Kansas City, MO – Although well qualified, the Evaluation Committee determined that the proposed cost well exceeded the proposed budget.

Sikandar Consulting d.b.a. Yen Digital, Las Vegas, NV – The Evaluation Committee determined that the firm did not present the necessary public sector experience outlined in the RFP.

Sparxoo LLC, Tampa, FL – Although well qualified, the Evaluation Committee determined that the firm lacked the necessary government / public sector experience required by the RFP.

Opin Software Inc., Ottawa, ON, Canada – The Evaluation Committee determined that the firm did not propose any experience in the Florida destination-marketing environment.

vTech Solution Inc., Washington, DC – The Evaluation Committee determined that the firm's experience mainly focused on governmental websites and not destination-marketing website experience.

ESTIMATED COST OF SERVICES: The estimated expenditure is \$250,000 before negotiations.

FUNDING: 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 3 to 0 to proceed with the award to **Fahlgren, Inc. (d.b.a. Fahlgren Mortine)**.

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