

MEMORANDUM

Purchasing #17-101
April 20, 2017

To: Greg Harrison, City Manager
Through: Otis J. Thomas, General Services Director
From: Jeff English, Purchasing Agent
Subject: Approve Ranking for L-28-17 Development & Implementation of a Citywide Marketing & Sponsorship Program

Contract Need/Background

The Request for Proposal L-28-17 was issued to select a qualified firm to provide services related to the development and implementation of a citywide corporate marketing and sponsorship program. Suzette Sibble, Assistant City Manager, provided the scope of services.

Bidders List

The notice list for this project was created by using companies suggested by the requesting department, companies that have requested their names be placed on the bid list, and companies from appropriate listings in other sources.

Number of firms submitting proposals.....2

Advertising

The RFP was advertised in the Sun Sentinel, and notices were sent to bid notice agencies throughout the nation. The RFP package was also posted in the City's eBid System for download by interested firms and an email notice was sent to all registered bidders.

Market Research

The General Services Department conducted outreach to three (3) Pompano Beach Communications, Public Relations, and Marketing companies, to notify them of this opportunity.

Selection/Evaluation Committee

Two (2) responses were received to the solicitation. The Selection/Evaluation Committee met on April 19, 2017 (in a public meeting) to review and evaluate the responses. All responses were scored, and the Committee decided that oral presentations would not be required as the scoring results showed sufficient distinction between the responding firms. Copies of the minutes, voting matrix, and scoring sheets are attached.

Recommendation

The recommendation from the Selection/Evaluation Committee to the City Commission is to approve the ranking order, and authorize the City staff to negotiate a contract with the highest ranked firm The Superlative Group, Inc.

enclosures
cc: file