



THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

MATERIALS MANAGEMENT DEPARTMENT

101 OLD VENICE ROAD

OSPREY, FLORIDA 34229

TELEPHONE (941) 486-2183 • FAX (941) 486-2188

MEMORANDUM

**TO: Members of the School Board
Lori White, Superintendent
Mitsi Corcoran, Chief Financial Officer**

FROM: Pat Black, CPPB, Director of Materials Management

**TITLE: APPROVAL TO AWARD RFP #12-0147 FOR MARKETING, PUBLIC
RELATIONS, AND ADVERTISING FOR SCTI**

Proposals to provide 'Marketing, Public Relations, and Advertising for SCTI' were received from four vendors on October 19, 2011. The proposal of Patterson/Bach Communications, Inc., was the best proposal meeting the advertised specifications. This proposal is for a period of two years with the option to renew for two additional one-year periods. The funds for this purchase are contained in the Workforce Development budget.

Requested by:

Todd Bowden

"Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the protest bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes."

Posting Date: 11-29-11

Fiscal Impact:

Not to exceed
\$200,000

Funding:

Workforce
Development

Recommended Motion: That the proposal of Patterson/Bach Communications, Inc., to provide 'Marketing, Public Relations, and Advertising for SCTI' in an amount not to exceed \$200,000 for a two year period, be approved for award and purchase.

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Tabulation for Marketing, Public Relations, and Advertising for SCTI - RFP #12-0147

Opened October 19, 2011 at 2:00 p.m.

POINTS AWARDED FOR FEE BID		
With the lowest fee for a qualifying bidder of:	\$199,850.00	With the lowest fee for a qualifying bidder for additional work:
Proposer	Proposed Fee	Points Awarded
CAP Brand Marketing	\$199,850.00	20.00
KSC, Inc.	\$200,000.00	19.99
Patterson/Bach Communications, Inc.	\$200,000.00	19.99
Thomas & Brannan Creative Communications	\$200,000.00	19.99

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POINTS AWARDED							
Proposer	1	2	3	4	Average	Fee	Total
CAP Brand Marketing	61.00	52.00	60.00	63.00	59.00	20.00	79.00
KSC, Inc.	53.00	40.00	53.00	55.00	50.25	19.99	70.24
Patterson/Bach Communications, Inc.	68.00	66.00	68.00	55.00	64.25	19.99	84.24
Thomas & Brannan Creative Communications	42.00	40.00	42.00	29.00	38.25	19.99	58.24

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	Points Awarded
Proposer	Total
CAP Brand Marketing	79.00
KSC, Inc.	70.24
Patterson/Bach Communications, Inc.	84.24
Thomas & Brannan Creative Communications	58.24

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Proposer's Name	Address	Authorized Representative	Telephone #	Fax #	E-mail Address
CAP Brand Marketing	1900 Main Street, Suite 301 Sarasota, FL 34236	Sam Stern	941-953-9191	941-953-9155	sstern@capbrandmarketing.com
KSC, Inc.	40 Sarasota Center Boulevard, Suite 107 Sarasota, FL 34240	Christopher Carroll	941-356-9450	941-906-1556	carroll@kscadvpr.com
Patterson/Bach Communications, Inc.	2600 Maitland Center Parkway, Suite 360 Maitland, FL 32751-4147	Tim J. Bach	407-645-1880	407-645-1985	tim@pat-bach.com
Thomas & Brannan Creative Communications	7708 Hermitage Circle Sarasota, FL 34243	Sheila B. Longo	941-355-3006	941-359-9554	sheila@thomasbrannan.com
Recorded by: Peggy Long			Witnessed by: Joyce Haney		