



**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  
Dr. Gary Norris, Superintendent  
Mr. Scott Lempe, Associate Superintendent**

**FROM: Pat Black, CPPB, Director of Materials Management**

**TITLE: APPROVAL TO AWARD RFP #7086 FOR MARKETING, PUBLIC  
RELATIONS AND ADVERTISING FOR CAREER AND TECHNICAL  
EDUCATION**

Proposals to provide 'Marketing, Public Relations and Advertising for Career and Technical Education' were received from two vendors on February 6, 2007. 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 operating budget allocated for career and technical education.

**Requested by:**  
Pat Black

"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: 3-13-07

**Fiscal Impact:**

Not to exceed  
\$400,000.00

**Funding:**

Operating

**Recommended Motion:** That the proposal of Patterson-Bach Communications, Inc., to provide 'Marketing, Public Relations and Advertising for Career and Technical Education' in an amount not to exceed \$400,000.00, be approved for award and purchase.

(over)

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

RFP Tabulation for Marketing, Public Relations and Advertising  
for Career and Technical Education - RFP #7086

Proposal Opening: February 6, 2007 - 2:00 p.m.

POINTS AWARDED							
Proposer	1	2	3	4	Average	Fee	Total
<b>Patterson/Bach Communications, Inc.</b>	<b>76.00</b>	<b>78.00</b>	<b>74.00</b>	<b>64.00</b>	<b>73.00</b>	<b>14.84</b>	<b>87.84</b>
Stephen A. Smith and Associates	64.00	65.00	63.00	43.00	58.75	15.00	73.75

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Proposal Opening: February 6, 2007 - 2:00 p.m.

<b>POINTS AWARDED FOR FEE BID</b>		
With the lowest fee for a qualifying bidder of:	\$395,750.00	With the lowest fee for a qualifying bidder for additional work:
Proposer	Proposed Fee	Points Awarded
<b>Patterson/Bach Communications, Inc.</b>	<b>\$400,000.00</b>	<b>14.84</b>
Stephen A. Smith and Associates	\$395,750.00	15.00

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for Career and Technical Education - RFP #7086

Proposal Opening: February 6, 2007 - 2:00 p.m.

Proposer's Name	Address	Authorized Representative	Telephone #	Fax #	E-mail Address	Signed Addendum
<b>Patterson/Bach Communications, Inc.</b>	<b>1313 West Fairbanks Avenue Second Floor</b>	<b>Tim Bach</b>	<b>407-645-1880</b>	<b>407-645-1985</b>	<a href="mailto:tim@pat-bach.com">tim@pat-bach.com</a>	<b>X</b>
Stephen A. Smith and Associates	1748 Independence Blvd. Suite #F-6 Sarasota, FL 34234	Steve Smith	941-355-7900	941-355-7112	<a href="mailto:steve@smithadvertising.net">steve@smithadvertising.net</a>	X
Recorded by: Michelle F. Miller			Witnessed by: Carol A. Lichon			