



MEMORANDUM

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

FROM: Carol A. Lichon, CPPO, Director of Materials Management

**TITLE: APPROVAL TO AWARD RFP #16-0147 FOR MARKETING,
PUBLIC RELATIONS, AND ADVERTISING FOR STC**

Proposals to provide 'Marketing, Public Relations, and Advertising for STC' were received from five vendors on April 7, 2016. The proposal of Patterson/Bach Communications was the best proposal meeting the advertised specifications. This proposal is for a period of three years with an 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: 05/10/2016

Not to exceed
Fiscal Impact: \$750,000.00

Recommended Motion: That the proposal of Patterson/Bach Communications, for 'Marketing, Public Relations, and Advertising for STC' in an amount not to exceed \$750,000.00 for a three-year period, be approved as presented.

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Tabulation for Marketing, Public Relations, and Advertising for STC - RFP #16-0147

Opened April 7, 2016 at 1:00 p.m.

Proposer's Name	Address	Authorized Representative	Telephone #	Fax #	E-mail Address
Comcast Spotlight	1515 Ringling Boulevard, Suite 600 Sarasota, FL 34236	Bridget Mobley	941-702-3244	941-379-2132	bridget_mobley@cable.comcast.com
Gold and Associates	6000-C Sawgrass Village Circle Ponte Vedra Beach, FL 32082	Keith D. Gold	904-285-5669	none	keith@stikegold.com
NV Advertising	518 North Tampa Street, Suite 210 Tampa, FL 33602	Nicole Valentin	813-355-0036	none	nicole@nvadvertising.com
Patterson/Bach Communications	2600 Maitland Center Parkway Maitland, FL	Tim Bach	407-645-1880	407-645-1985	tim@bach.com
Postcard Mania	2145 Sunnydale Blvd Clearwater, FL	Katie Stevens	727-493-3773	727-442-5130	katies@postcardmania.com
Recorded by: Diane Gentile			Witnessed by: Renee Hayes		

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POINTS AWARDED FOR FEE BID		
With the lowest fee for a qualifying bidder of:	\$735,025.00	
Proposer	Proposed Fee	Points Awarded
Comcast Spotlight	\$750,000.00	19.60
Gold and Associates	* \$154,440.00	*
NV Advertising	\$735,025.00	20.00
Patterson/Bach Communications	\$749,200.32	19.62
Postcard Mania	** \$248,693.00	**
* Gold and Associates is non-responsive to the requirement of including media costs with proposed fee.		
** Postcard Mania is non-responsive to the requirement of including years 2 and 3 fees with proposal; Non-responsive to the requirement of submitting executed Addendum 1; Non-responsive to the requirement of submitting four copies of proposal materials in addition to original.		

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EVALUATION TO SHORTLIST						
Proposer	1	2	3	Average	Overall Fee	Total
Comcast Spotlight	30.00	34.00	24.00	29.33	19.60	48.93
NV Advertising	62.00	65.00	80.00	69.00	20.00	89.00
Patterson/Bach Communications	69.00	70.00	62.00	67.00	19.62	86.62

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FINAL EVALUATION						
Proposer	1	2	3	Average	Overall Fee	Total
NV Advertising	75.00	58.00	72.00	68.33	20.00	88.33
Patterson/Bach Communications	77.00	75.00	68.00	73.33	19.62	92.95