SUBJECT: MARKETING & ADVERTISING FOR THE PROMOTION OF DOWNTOWN JACKSONVILLE

BID #: ESC-0425-21

OPEN DATE: 9/1/2021

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – EIGHT (8) MONTHS FROM DATE OF CONTRACT EXECUTION WITH TWO (2) EIGHT (8) MONTH RENEWAL OPTIONS

AGENCY: DOWNTOWN INVESTMENT AUTHORITY – OFFICE OF PUBLIC PARKING

BASIS OF AWARD: HIGHEST SCORE(S) BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: 14 **NUMBER RECEIVED:** 6 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Subject RFP closed on September 1, 2021 with six (6) responses received.

The Evaluation Committee has completed their review and requests approval to enter into contract negotiations with the top-ranked firm, Wingard, LLC, as indicated below.

Supplier	Total Points Average	Rank
Wingard, LLC	87.50	1
3D Digital	79.50	2
S&S Insights, LLC	75.00	3
5 CANONS	71.50	4
We Communicate	71.50	4
Mad Men Marketing	67.00	6

ATTACHMENTS: Recommendation Memo, Scoring Matrix, Attachment B, Section 2.6, Previous Award

ANALYST: _____
DAVID KLAGES

RESPECTFULLY SUBMITTED: _____
GREGORY PEASE, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: LORI BOYER, CEO, DOWNTOWN INVESTMENT AUTHORITY

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

DOWNTOWN INVESTMENT AUTHORITY
117 West Duval Street #310, Jacksonville, Florida 32202
(904) 255-5302 | https://dia.coj.net/

MEMORANDUM

To: Gregory W. Pease
Chief, Procurement Division

From: Lori Boyer
CEO, Downtown Investment Authority

RE: ESC-0425-21 Marketing & Advertising for the Promotion of Downtown Jacksonville

The RFP reference above was opened on September 1, 2021, with six (6) responses received. The Evaluation Committee requests approval to enter into contract negotiations with the highest-ranking firm, Wingard, for marketing and advertising services for the promotion of Downtown Jacksonville.

Thank you for your assistance and consideration with these matters.

EVALUATION SCORING MATRIX

TITLE: MARKETING & ADVERTISING FOR THE PROMOTION OF DOWNTOWN JACKSONVILLE
RFP NO: ESC-0425-21
OPEN DATE: SEPTEMBER 1, 2021
ANALYST: DAVID KLAGES
NO. INVITED: (14) **RECEIVED:** (6) **OTHER:** (1)
RECORDED BY: MELISSA PIERCE

Suppliers/Reviewers	Experience	Approach to Working with a Public Entity	Understanding the Vision, Mission, Needs, and Goals of the DIA	Qualifications	In-House Capacity to Produce Advertising & Marketing Services	Proximity to Project	Total	Rank
WINGARD, LLC								
Lori Boyer	25.00	12.00	15.00	15.00	13.00	4.00	84.00	1
Ina Mezini	27.00	13.00	19.00	14.00	13.00	5.00	91.00	
Average	**26.00**	**12.50**	**17.00**	**14.50**	**13.00**	**4.50**	**87.50**	
3D DIGITAL								
Lori Boyer	22.00	10.00	12.00	12.00	10.00	4.00	70.00	2
Ina Mezini	26.00	13.00	16.00	14.00	15.00	5.00	89.00	
Average	**24.00**	**11.50**	**14.00**	**13.00**	**12.50**	**4.50**	**79.50**	
S&S INSIGHTS, LLC								
Lori Boyer	16.00	8.00	16.00	10.00	10.00	4.00	64.00	3
Ina Mezini	23.00	13.00	19.00	13.00	13.00	5.00	86.00	
Average	**19.50**	**10.50**	**17.50**	**11.50**	**11.50**	**4.50**	**75.00**	
5 CANONS								
Lori Boyer	16.00	8.00	12.00	10.00	10.00	5.00	61.00	4
Ina Mezini	22.00	12.00	15.00	13.00	15.00	5.00	82.00	
Average	**19.00**	**10.00**	**13.50**	**11.50**	**12.50**	**5.00**	**71.50**	
WE COMMUNICATE								
Lori Boyer	20.00	12.00	15.00	10.00	10.00	2.00	69.00	4
Ina Mezini	21.00	11.00	15.00	12.00	12.00	3.00	74.00	
Average	**20.50**	**11.50**	**15.00**	**11.00**	**11.00**	**2.50**	**71.50**	
MAD MEN MARKETING								
Lori Boyer	15.00	8.00	12.00	12.00	12.00	5.00	64.00	6
Ina Mezini	20.00	10.00	12.00	10.00	13.00	5.00	70.00	
Average	**17.50**	**9.00**	**12.00**	**11.00**	**12.50**	**5.00**	**67.00**	

2) Two (2) hardcopies of the entire Response.

3) One (1) digital scanned copy (in pdf format) of the entire Response, on a separate flash drive.

4) One (1) REDACTED scanned copy of the Response (**if necessary**, pursuant to Section 2.12). This copy should be marked "Confidential – Trade Secret" or something comparable to alert the reader of Contractor's claim of a public records exemption.

All copies are to be placed in a sealed package. The outside must be marked with (i) the RFP title and number, and (ii) Contractor's name, address, contact person, and telephone number.

It is the sole responsibility of each Contractor to assure all copies are EXACT duplicates of the original Response. Photocopies or CD copies will be used for the purpose of evaluating the Responses. Any information contained in the original Response which has not been transferred to the CDs or photocopies will NOT be considered. The original document will be used solely for official record keeping and auditing purposes.

2.5 Evaluation of Responses.

A. Buyer will determine the qualifications, interest and availability of Contractors by reviewing all Responses and, when deemed necessary in the sole discretion of Buyer, by conducting formal interviews of selected Contractors.

B. Before making an award, Buyer reserves the right to seek clarifications, revisions, and information it deems necessary for the proper evaluation of Responses. Failure to provide any requested clarifications, revisions or information may result in rejection of the Response.

C. Buyer reserves the right to accept or reject any and all Responses, or separable portions thereof, and to waive any minor irregularity, technicality, or omission if Buyer determines that doing so will serve Buyer's best interests. Buyer may reject any Response not submitted in the manner specified by the RFP.

2.6 Award of Contract.

A. The process for contract award is set forth in Jacksonville Ordinance Code Sections 126.204. Generally, Buyer will award the Contract to the responsible and responsive proposer whose Response is determined in writing to be the most advantageous to the City of Jacksonville, based solely on the relative importance assigned to price and of the criteria set forth in Attachment B. The award may be contingent on the outcome of direct negotiations under Section 126.201(d)(4) and 126.201(n), *Ordinance Code*. If an agreement cannot be reached with the highest ranked Contractor, Buyer reserves the right to make an award to the next highest ranked Contractor or subsequent Contractor(s) until an agreement is reached.

B. Buyer may make an award within sixty (60) days after the date the Responses are due, during which period the Responses shall remain firm and shall not be withdrawn. Any Response that expresses a shorter duration may, in Buyer's sole discretion, be accepted or rejected. If award is not made within sixty (60) days, the Response shall remain firm until either the Contract is awarded or Buyer receives from Contractor written notice that the Response is withdrawn. [Note: Withdrawal of a Response may be requested within 72 hours (excluding State holidays, Saturdays and Sundays) after the date and time Responses are due. Buyer will not accept an amended Response after the date and time Responses are due.]

C. Except as may otherwise be expressly set forth in the RFP, Buyer intends to award one contract, but reserves the right to enter into a contract with multiple Contractors or to reject all Responses.

D. Based on the evaluation results, Buyer shall electronically post a notice of intended award at Buyer's website. Please contact the Contact Person if you are uncertain of Buyer's website address or if you experience problems accessing it. Any person who is adversely affected by the decision shall file with Buyer a notice of protest in accordance with the Protest provisions of the RFP. Buyer does not intend to provide tabulations or notices of award by telephone.

2.7 **Terms of Agreement.** After award to the successful Contractor, Buyer and Contractor will promptly enter into a written agreement (the "Contract") incorporating the terms of the RFP, the successful Response, and other terms and conditions as may be agreed to between the parties. To the extent the Response contains exceptions to or modifications of the RFP, such exceptions or modifications are stricken unless Buyer affirmatively accepts the exceptions or modifications in the Contract. The Contract will be substantially in the form set forth in an attachment to the RFP. Buyer will not be obligated to pay Contractor for the RFP services until the Contract is signed by both parties. Buyer retains the right to reject all bids and/or amend its notice of award at any time prior to the full execution of the Contract.

If the successful Contractor fails to perform the Services as agreed, Buyer reserves the right to (i) issue a new solicitation for the Services; (ii) reopen the RFP for the purpose of awarding a second contract to another Contractor in accordance with the criteria and processes set forth herein; and/or (iii) take such other actions permitted by law.

2.8 **Public Meetings and Special Accommodations.** Any meetings of the RFP evaluation committee (i.e., the Competitive Sealed Proposal Evaluation Committee), shall be noticed on Buyer's website and shall comply with Florida's Open Meetings Laws. Please contact the Contact Person if you are uncertain of Buyer's website address or if you experience problems accessing it. Persons requiring a special accommodation because of a disability should contact the Contact Person identified in Section 1 at least forty-eight (48) hours prior to the meeting.

2.9 **Ex-Parte Communications.** Communications regarding the RFP by a potential vendor, service provider, bidder, lobbyist or consultant to City employees, staff, or hired consultants are prohibited. This prohibition includes communications with the Buyer's Office of General Counsel unless the Contact Person has authorized those communications in advance. Violations may result in the rejection/disqualification of a Response.

These prohibitions on ex-parte communications do not apply to the following:

- communications regarding the RFP to the Chief of the Procurement Division or the Contact Person, provided the communication is limited strictly to matters of process or procedure already contained in the RFP.
- communications with the City employee responsible for administering the Jacksonville Small Emerging Business Program, provided the communication is limited strictly to matters of programmatic process or procedures.
- communications at any pre-bid conferences.
- communications with the Office of Inspector General and his/her staff regarding any perceived inefficiency, misconduct or abuse by City employees.
- presentations before publicly noticed committee meetings.

Attachment B
Evaluation Matrix

CRITERION	DESCRIPTION	MAXIMUM POINTS
Experience	Demonstrate your experience in providing full-service advertising and marketing services similar in scope to that requested.	30
Approach to Working with a Public Entity	Demonstrate your experience working with a public entity, if any. If no prior experience, how do you envision approach would differ?	15
Understanding the Vision, Mission, Needs, and Goals of the DIA	Contractor's understanding of the DIA's vision, mission, needs, and goals as demonstrated herein.	20
Qualifications	Detailed description of the qualifications of the firm principal and each team member who will be assigned to this project.	15
In-House Capacity to Produce Advertising & Marketing Services	Preference will be given to Contractors able to provide all or majority of services in-house versus using multiple sub-contractors for numerous services.	15
Proximity To Project	Location of Contractor's corporate headquarters.	5
	TOTAL MAXIMUM POINTS:	100

ONE CITY ONE JACKSONVILLE

City of Jacksonville, Florida

Lenny Curry, Mayor

Procurement Division
Ed Ball Building
214 N. Hogan Street, Suite 800
Jacksonville, Florida 32202

MEMORANDUM

TO: Competitive Sealed Proposal Evaluation Committee ("CSPEC")

FROM: Gregory Pease, Chief of Procurement

DATE: July 23, 2021

RE: Request for Approval to Utilize Competitive Sealed Proposal Process

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Pursuant to Chapter 126, Part 2, § 126.204, approval is requested to utilize the Competitive Sealed Proposal process to formally procure a supplier for **Marketing & Advertising for the Promotion of Downtown Jacksonville**. As a follow-up to the same, the CSPEC is now requested to review and approve the solicitation documents attached hereto.

More specifically, the CSPEC is requested to review and approve the evaluation criteria as outlined in the attached Request for Proposal ("RFP"). Procurement's review in this matter has revealed that:

The attached Certification Letter and the Scope of Services received from the using agency appear to be in order.

The RFP has been reviewed and approved by Risk Management regarding insurance and indemnification requirements.

The RFP has been reviewed and approved by EBO regarding JSEB participation goals and EBO recommends the Encouragement Plan.

It is requested that the CSPEC take these issues into consideration in its review and/or approval in this matter.

CSPEC APPROVAL

Finance Director or designee

Procurement Chief or designee

General Counsel or designee

Department/Agency Representative

Public Works Director or designee