

Sandoval County Board of County Commissioners

Agenda Item Summary

AGENDA ITEM # 3-6-14.5B

1. REQUESTED MOTION

ACTION REQUESTED:

Approval to Award Bid for Advertising, Marketing, Promotions, and Public Relation Services to Griffin & Associates and Authorize the County Manager to Negotiate and Enter into a Contract for Professional Services

WHY ACTION IS NECESSARY (Summary):

This Request for Proposal is for advertising, marketing, promotions, and public relations. The department is chartered with the responsibility of marketing and promoting the County (continued on next page)

2. REQUESTOR

COMMISSIONER SPONSORED: YES NO

DISTRICT: DISTRICT 1 DISTRICT 4
 DISTRICT 2 DISTRICT 5
 DISTRICT 3

DIRECTOR / ELECTED: Donna Wylie

DIVISION: Tourism

ELECTED OFFICE:

ATTACHMENTS: YES NO

3. MEETING DATE

March 6, 2014

4. AGENDA (To be completed by County Manager)

- PROCLAMATION
- PRESENTATION
- CONSENT
- REGULAR
- APPEAL

5. RECOMMENDATIONS

Recommend Approval

6. FISCAL IMPACT

Contract to be negotiated. Budget is established.

7. RECOMMENDED APPROVAL (Initials & Date)

Department Director/Elected Official	Human Resources	Purchasing	County Attorney	Finance Budget	County Manager	Other
DW 2/17/14	_____	LO 2/25/14	PFT 2/27/14	CCH 2/25/14	PPR 2/28/14	_____

8. COMMISSION ACTION

Approved Denied Deferred Other

WHY ACTION IS NECESSARY (Summary) continued:

as a tourist destination and the El Zocalo Event Center. The RFP was advertised in the Albuquerque Journal January 24, 2014 and closed on February 6, 2014, with four (4) bids received.

SANDOVAL COUNTY
ECONOMIC DEVELOPMENT/TOURISM DEPARTMENT
ADVERTISING, MARKETING, PROMOTIONS
AND PUBLIC RELATION SERVICES
RFP# FY14-EDTR-01

EVALUATION COMMITTEE
Evaluated Proposals submitted in response to the Advertising, Marketing, Promotions, and Public Relation Services RFP# FY14-EDTR-01.
SUMMARY OF AWARD RECOMMENDATION <i>The proposal submitted by Griffin & Associates received the highest total score and is therefore recommended as the finalist to be awarded the contract for Advertising, Marketing, Promotions, and Public Relation Services.</i>

Date Advertised in the Legals Section of the Albuquerque Journal: January 24, 2014

Submission Deadline: February 6, 2014

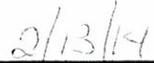
Top Finalists for Award:

- 1) Griffin & Associates
- 2) Cliffdweller Digital
- 3) Legacy Media, Inc.

EVALUATION COMMITTEE
Based on the scoring criteria set in the Request for Proposals, an Evaluation Committee with three (3) members reviewed and scored proposals submitted in response to the Services RFP# FY14-EDTR-01 at 10:00 am on February 7, 2014.
SUMMARY OF AWARD RECOMMENDATION <i>The proposal submitted by Griffin & Associates received the highest total scores, provided the most comprehensive responses, and is therefore recommended as the finalist to be awarded the contract for Advertising, Marketing, Promotions and Public Relation Services.</i>
Recommended Offeror: Griffin & Associates

Liz Otten


Printed Name and Signature of Procurement Officer


Date