

Sandoval County Board of County Commissioners

Agenda Item Summary

AGENDA ITEM # 3-20-14.7A

1. REQUESTED MOTION

ACTION REQUESTED:

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

WHY ACTION IS NECESSARY (Summary):

To develop a marketing plan for Sandoval County that aligns with the New Mexico Tourism Department's ad campaign initiative "NM True," the consultant will advise and provide information needed to launch a new marketing campaign for the County. This campaign will include partnerships with the City of Rio Rancho, Jemez Springs Lodger's Tax Board, Friends of Coronado Historic Site, Valle Caldera National Preserve, Corrales Mainstreet and Casa San Ysidro Museum. This ad campaign will mirror that of the New Mexico Tourism Department's "True Campaign".
(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: Economic Development & Tourism
 ELECTED OFFICE:

ATTACHMENTS: YES NO

3. MEETING DATE

March 20, 2014

4. AGENDA (To be completed by County Manager)

- PROCLAMATION
- PRESENTATION
- CONSENT
- REGULAR
- APPEAL

5. RECOMMENDATIONS

Recommended Approval

6. FISCAL IMPACT

The approved budget is \$29,000 from General Fund, \$14,000 from El Zocalo Enterprise budget & \$12,767 from Lodger's Tax Fund.

7. RECOMMENDED APPROVAL (Initials & Date)

Department Director/Elected Official	Human Resources	Purchasing	Attorney As to Form PFT	Finance Budget CCH	County Manager PPR	Other
DW 3/12/14	_____	LO 3/12/14	3/13/14	3/12/14	3/14/14	_____

8. COMMISSION ACTION

Approved Denied Deferred Other

WHY ACTION IS NECESSARY (Summary) continued:

Griffin and Associates has a lot of experience in the Tourism Industry and have an understanding of what the NM Tourism Department is trying to achieve and has an established relationship with NM Tourism Department. Projects being done will be on an as need basis and is within the approved budget. The funding is established in the Economic Development/ Tourism budget under professional services, SC Lodger's Tax Budget and the El Zocalo Enterprise budget. The Lodger's Tax budget is mandated to be spent on advertising and marketing for Sandoval County and the SC Lodger's Tax Advisory Board makes the decisions as to where that money is spent. The RFP was evaluated by a committee of three Greg Pena from the City of Rio Rancho CVB with 8+ years of experience, Gary Dewey Former Marketing Director for the Albuquerque International Balloon Fiesta with 10+ years of experience and Donna Wylie, Economic Development and Tourism Director.

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

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

Submission Deadline: February 6, 2014

EVALUATION COMMITTEE
Evaluated Proposals submitted in response to the Advertising, Marketing, Promotions, and Public Relation Services RFP# FY14-EDTR-01.
SUMMARY OF AWARD RECOMMENDATION
Based on the scoring criteria set in the Request for Proposals, an Evaluation Committee with three (3) members (Donna Wylie, Greg Pena, and Gary Dewey) reviewed and scored proposals submitted in response to the Services RFP# FY14-EDTR-01 at 10:00 am on February 7, 2014.
<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>

TOTAL POINTS: 500 POSSIBLE (EXCLUDING PREFERENCE POINTS)

Offeror	Points
CLIFFDWELLER DIGITAL	436.67
GRIFFIN & ASSOCIATES	455
H K ADVERTISING	406.67
LEGACY MEDIA, INC.	433.33

1. Resident Business or Resident Veteran's Preference:

CLIFFDWELLER DIGITAL	8% (34.93 additional points)
GRIFFIN & ASSOCIATES	5% (22.75 additional points)
H K ADVERTISING	5% (20.33 additional points)
LEGACY MEDIA, INC.	NONE

TOTAL POINTS (INCLUDING PREFERENCE POINTS)

Offeror	Points
CLIFFDWELLER DIGITAL	471.6
GRIFFIN & ASSOCIATES	477.75
H K ADVERTISING	427
LEGACY MEDIA, INC.	433.33

Top Finalists for Award:

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

RECOMMENDED OFFEROR: GRIFFIN & ASSOCIATES

Liz Otten



Printed Name and Signature of Procurement Officer

2/13/14
Date