




Interoffice Memorandum

September 15, 2017

To: Mayor Teresa Jacobs
and the Board of County Commissioners

From:  Carrie Woodell, Manager, Procurement Division

Contact: Michael Perkins, Manager, Regional History Center
407-836-8591

Subject: Consultant Selection, Request for Proposals Y17-1010-KB,
Regional History Center Marketing Services

RECOMMENDATION:

Selection of one firm and an alternate to provide Regional History Center Marketing Services, Request for Proposals Y17-1010-KB, from the following firms listed alphabetically:

TK Orlando, LLC
Wagner

Further request authority for the Procurement Division to negotiate and execute a three-year contract within a budget amount of \$190,800. The Procurement Division also requests the authority to renew the contract for two additional 1-year terms.

This item was evaluated by the Procurement Committee on August 23, 2017. Commissioner Betsy VanderLey was assigned to the Procurement Committee.

PURPOSE:

To provide marketing services and strategies to assist the Orange County Regional History Center in its efforts to grow attendance and visitors.

DISCUSSION:

Three proposals were received in response to this Request for Proposals (RFP). The proposal of HCP Associates, Inc. scored too low for Board consideration. Funds will be provided on individual purchase orders issued by the Regional History Center on an as-needed basis. The proposals were evaluated by the Procurement Committee in accordance with the criteria set forth in the RFP. Scores from the Procurement Committee's evaluation for the selected firms are attached.


RFP #Y17-1010-KB REGIONAL HISTORY CENTER MARKETING SERVICES	QUALIFICATION OF STAFF		QUALIFICATIO N OF FIRM		TECHNICAL APPROACH		M/WBE		LOCATION		FEE PROPOSA L	WELFARE RECIPIENTS	SDV SUB	SDV PRIME	TOTAL
	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	WEIGHTED SCORE	RAW SCORE	RAW SCORE	RAW SCORE	
VENDOR NAME															
TK ORLANDO, LLC	3.75	75	4	80	4	80	3	30	5	50	100	0	0	0	415
WAGNER	3	60	3	60	4.25	85	1	10	5	50	71	0	0	0	336



Interoffice Memorandum

August 8, 2017

To: Kathy Bozeman, Senior Purchasing Agent
Procurement Division

FROM: Kesi Warren, Senior Contract Administrator 
Business Development Division

SUBJ: **RFP #Y17-1010-KB, Marketing Services for the History Center**

Below are the respondents to the subject RFP with their firm's certified sub-consultants and M/WBE participation score on a 1 – 5 rating:

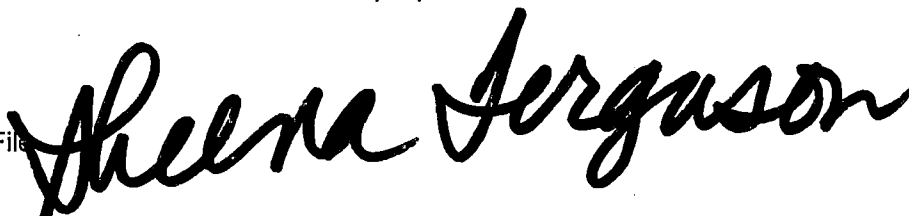
1.	TK Orlando, LLC		3 Points
*	None	0%	
	Total MWBE Participation:	0%	
	EEO Staff	63%	
Bonus Points			
*	Service-Disabled Veterans (SDV)	0	
*	Welfare Recipients:	0	

*The sub (Data Wonderment) listed in the proposal is not an Orange County certified MWBE. Therefore, the evaluator cannot access points for the sub. The Schedule of Sub-contracting-SDV participation form was not submitted with the proposal. The Welfare Transition and/or Dislocated Worker form was blank.

2.	Wagner		1 Points
*	None	0%	
	Total MWBE Participation:	0%	
*	EEO Staff	0%	
Bonus Points			
	Service-Disabled Veterans (SDV)	0	
*	Welfare Recipients:	0	

* The sub (Mindspot, Inc. dba Mindspot Research) listed in the proposal is not an Orange County certified MWBE and N/A was on the Employment Data, Schedule of Minorities and Women form. Therefore, the evaluator cannot access points for the sub and EEO staff. The Welfare Transition and/or Dislocated Worker form was not submitted with the proposal.

cc: Contract File



3.	HCP Associates		2 Points
*		0%	
	Total MWBE Participation:	0%	
*	EEO Staff	%	
Bonus Points			
*	Service-Disabled Veterans (SDV)	0	
*	Welfare Recipients:	0	

*The proposer did not submit any MWBE forms with their proposal. Therefore, the evaluator cannot access points.