

THE SCHOOL DISTRICT OF LEE COUNTY DEPARTMENT OF PROCUREMENT SERVICES 2855 COLONIAL BLVD. FORT MYERS, FLORIDA 33966	Cole Educational Consulting/ Side-by-Side K-12 Consulting	CONRIC PR & Marketing/Publishing	Gravina, Smith, Matte & Arnold 12474 Brantley Common Court Fort Myers, FL 33907	MP&G Marketing Solutions, LLC
BRANDING	Phone:	Phone:	Phone: 239-275-5758	Phone:
ITN # N177293RC	Fax:	Fax:	Fax:	Fax:
OPENING DATE: MARCH 30, 2017 AT 10:00 AM	Email:	Email:	Email: Tina@GSMA.pro	Email:

ITEM	DESCRIPTION	NEGOTIATED UNIT PRICE	
TASK A	Brand Development and Communication	\$42,000.00	
TASK B	Public Relations and Marketing	\$3,500/mo	
TASK C	Recruitment Advertising	\$2,800/mo	
TOTAL FIXED FEE FOR TASK A THROUGH TASK C		\$117,600.00	
HOURLY RATE FOR ADDITIONAL SUPPORT		Labor Category	Hourly Rate
		Professional	\$175.00
		Administrative	\$90.00
		Clerical	\$55.00
		Required Submittal Checklist Attachment A - Proposal Response Form Attachment B - Client Reference Forms Attachment C - Insurance Requirements Form Attachment D - Addenda Acknowledgement Form Attachment E - Debarment Form Attachment F - Drug Free Workplace Certificate Attachment G - Public Entity Crimes Form Sample Work Product 1 Sample Work Product 2 Samples work product from previous proposers' clients (1) Original and (6) copies of bid	
Yes			
Yes			
Yes			
Yes			
Yes			
Yes			
Yes			
Yes			
Yes (+electronic copy)			

NO BID

NO BID

NO BID

IT IS RECOMMENDED THIS RFP BE AWARDED TO PRIORITY MARKETING BEING THE HIGHEST RANKED, BEST VALUE FIRM BASED ON THE EVALUATION COMMITTEE RANKING AND PRICING.

- = AWARDED VENDOR
- 21 Vendor(s) Were Notified of Bid
- 3 Vendor(s) Submitted Bids
- 4 Vendor(s) Returned a No Bid
- 14 Vendor(s) Did Not Respond

APPROVED BY: Richard Cowie
 RICHARD COWIE
 PROCUREMENT AGENT

DATE: April 25, 2017

PROPOSAL TABULATION ONLY. THIS IS NOT A PURCHASE ORDER.
 ATTN: SCHOOL DISTRICT PERSONNEL. BID NUMBER, ITEM NUMBER & DESCRIPTION MUST BE ENTERED ON REQUISITION(S).

THE SCHOOL DISTRICT OF LEE COUNTY DEPARTMENT OF PROCUREMENT SERVICES 2855 COLONIAL BLVD. FORT MYERS, FLORIDA 33966		Priority Marketing 8200 College Parkway Suite 201 Fort Myers, FL 33919		Pushing the Envelope, Inc. 9111 West College Point Drive Suite 110 Fort Myers, FL 33919		Take 5 Media Group	
BRANDING		Phone: 239-267-2638		Phone: 239-221-2858		Phone:	
ITN # N177293RC		Fax: 239-267-1811		Fax:		Fax:	
OPENING DATE: MARCH 30, 2017 AT 10:00 AM		Email: Teri@prioritymarketing.com		Email: Samantha@getpushing.com		Email:	
ITEM	DESCRIPTION	NEGOTIATED UNIT PRICE		NEGOTIATED UNIT PRICE		NO BID	
TASK A	Brand Development and Communication	\$45,000.00		\$45,000.00			
TASK B	Public Relations and Marketing	\$4,000/mo		\$4,100.00			
TASK C	Recruitment Advertising	\$2,700/mo		\$3,800.00			
TOTAL FIXED FEE FOR TASK A THROUGH TASK C		\$125,400.00		\$45,000 and \$7,900/mo			
HOURLY RATE FOR ADDITIONAL SUPPORT		Labor Category	Hourly Rate	Labor Category	Hourly Rate		
		Creative Services	\$100.00	Design creativity	\$80.00		
		Event Planning	\$100.00	Production Coordination	\$85.00		
		Media Spokesperson	\$100.00	PR/Marketing	\$95.00		
Required Submittal Checklist		Yes		Yes			
Attachment A - Proposal Response Form		Yes		Yes			
Attachment B - Client Reference Forms		Yes		Yes			
Attachment C - Insurance Requirements Form		Yes		Yes			
Attachment D - Addenda Acknowledgement Form		Yes		Yes			
Attachment E - Debarment Form		Yes		Yes			
Attachment F - Drug Free Workplace Certificate		Yes		Yes			
Attachment G - Public Entity Crimes Form		Yes		Yes			
Sample Work Product 1		Yes		Yes			
Sample Work Product 2		Yes		Yes			
Samples work product from previous proposers' clients		Yes		Yes			
(1) Original and (6) copies of bid		Yes (+electronic copy)		Yes			

= AWARDED VENDOR

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3 Vendor(s) Submitted Bids

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**Branding
ITN No. N177293RC**

**Evaluation Committee
Final Scoring of Interviews/Negotiations
April 24, 2017**

VENDOR	<u>SCORE</u>	<u>RANK</u>
GRAVIN, SMITH, MATTE & ARNOLD MARKETING	313	3
PRIORITY MARKETING OF SWFL	364	1
PUSHING THE ENVELOPE, INC.	350	2

- 21 Vendors invited to submit a proposal
- 3 Vendor submitted a responsive proposal
- 4 Vendor submitted a NO BID
- 14 Vendors did not respond

APPROVED BY: Richard Cowie DATE: April 24, 2017

**Branding
ITN No. N177293RC**

**Evaluation Committee Scoring of
Written Proposals
April 17, 2017**

VENDOR	SCORE	RANKING
GRAVIN, SMITH, MATTE & ARNOLD MARKETING	333	2
PRIORITY MARKETING OF SWFL	338	1
PUSHING THE ENVELOPE, INC.	326	3

21 Vendors invited to submit a proposal

3 Vendor submitted a responsive proposal

4 Vendor submitted a NO BID

14 Vendors did not respond

APPROVED BY: Richard Cowie DATE: April 17, 2017