



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 2/11/2021 Meeting Date: 2/18/2021

Name: Paula Vann Department: Tourist Development

Division Manager's Signature:

A handwritten signature in blue ink, appearing to be "Paula Vann", written over a light blue horizontal line.

1. Nature and purpose of agenda item:

The TDC is looking for a firm to complete a Strategic Marketing Plan and Rebrand. 8 Firms responded and the selection committee ranked the firms. The TDC has requested that the top 4 firms make presentations to the TDC Board on February 17, 2021. The TDC will then make a recommendation to the Board of county Commissioners.

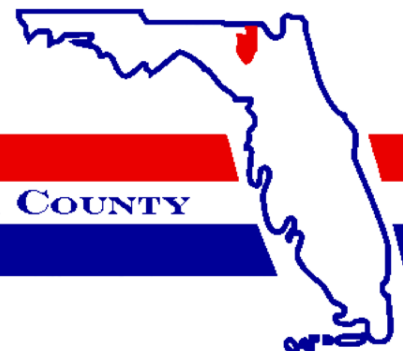
2. Recommended Motion/Action:

Motion to approve RFP 2020-BB final ranking and authorize staff to negotiate with the firm recommended by the TDC

3. Fiscal impact on current budget.

This item has no effect on the current budget.

District No. 1 - Ronald Williams
District No. 2 - Rocky Ford
District No. 3 - Robby Hollingsworth
District No. 4 - Toby Witt
District No. 5 - Tim Murphy




BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY

M E M O R A N D U M

DATE: February 9, 2021

TO: Board of County Commissioners

FR: Esther Chung, Purchasing Director 

RE: RFP 2020-BB: Strategic Marketing Plan and Rebrand
Final Ranking and Authorization to Negotiate

The County received eight (8) responses for the above referenced solicitation. A meeting of the Evaluation Committee was held on February 9, 2021. The proposals were reviewed and ranked by Staff as follows:

1. Madden Preprint Media, LLC
2. Paradise Advertising & Marketing, Inc.
3. Evok Advertising and Design, Inc.
4. The Zimmerman Agency
5. Jacober Creative
6. 365 Degree Total Marketing
7. BowStern Marketing Communications
8. S&S Insights, LLC

The Tourist Development Council (TDC) is receiving presentations from the top four (4) ranked firms on February 17, 2021. The TDC will recommend to proceed with one of the firms. At this time, Staff is recommending approval of the final ranking and to begin contract negotiations with the TDC's recommended firm. After negotiations, Staff will return to the Board for final contract approval.

XC: RFP 2020-BB Bid File

BOARD MEETS FIRST AND THIRD THURSDAY AT 5:30 P.M.

FINAL RANKING
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners

	David Kraus	Paula Vann	Alden Rosner	Kimberly Goldsmith	Todd Manning		Total		Ranking
365 Degree Total Marketing	6	8	5	5	2		26		6
Madden Preprint Media, LLC	1	1	1	2	3		8		1
Paradise Advertising & Marketing, Inc.	2	3	6	1	4		16		2
Evök Advertising and Design, Inc.	3	5	4	6	1		19		3
The Zimmerman Agency	8	2	3	3	6		22		4
Jacob Creative	7	4	2	4	7		24		5
S&S Insights, LLC	5	7	8	7	8		35		8
BowStern Marketing Communications	4	6	7	8	4		29		7

Signature of Rater: 

Print Name: _____

Date: _____

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total
	0-5	0-10	0-20	0-20	0-20	0-25			0-100
365 Degree Total Marketing	5	5	15	15	10	11	\$ 168,995.00		44 61
Madden Preprint Media, LLC	5	10	20	20	10	13	\$ 145,915.00		43 78
Paradise Advertising & Marketing, Inc.	5	10	20	20	10	10	\$ 175,000.00		40 75
Evok Advertising and Design, Inc.	5	5	10	15	10	25	\$ 73,000.00		25 90
The Zimmerman Agency	5	5	15	20	10	8	\$ 238,500.00		2 58
Jacob Creative	5	5	20	10	10	10	\$ 175,000.00		10 60
S&S Insights, LLC	5	5	15	20	10	12	\$ 150,000.00		12 67
BowStern Marketing Communications	5	5	15	20	10	15	\$ 119,350.00		15 70

Signature of Rater: _____

Print Name: _____

Date: _____

2/9/21

David Kraus

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total
	0-5	0-10	0-20	0-20	0-20	0-25			0-100
365 Degree Total Marketing	5	5	5	15	10	11	\$ 168,995.00		51
Madden Preprint Media, LLC	5	10	18	19	19	13	\$ 145,915.00		84
Paradise Advertising & Marketing, Inc.	5	8	19	20	18	10	\$ 175,000.00		80
Evok Advertising and Design, Inc.	5	3	8	19	10	25	\$ 73,000.00		70
The Zimmerman Agency	5	10	20	20	19	8	\$ 238,500.00		82
Jacob Creative	5	8	17	17	18	10	\$ 175,000.00		75
S&S Insights, LLC	5	3	10	20	9	12	\$ 150,000.00		59
BowStern Marketing Communications	5	4	11	20	8	15	\$ 119,350.00		63

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Signature of Rater: Paula Vann


Print Name: Paula Vann

Date: 2-9-2021

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total
	0-5	0-10	0-20	0-20	0-20	0-25			0-100
365 Degree Total Marketing	4	7	15	10	15	11	\$ 168,995.00		62 <u>5</u>
Madden Preprint Media, LLC	5	10	20	15	15	13	\$ 145,915.00		78 <u>1</u>
Paradise Advertising & Marketing, Inc.	3	8	15	15	10	10	\$ 175,000.00		61 <u>6</u>
Evok Advertising and Design, Inc.	4	8	15	5	10	25	\$ 73,000.00		67 <u>4</u>
The Zimmerman Agency	5	10	20	15	10	8	\$ 238,500.00		68 <u>3</u>
Jacober Creative	5	10	20	15	10	10	\$ 175,000.00		70 <u>2</u>
S&S Insights, LLC	0	7	10	15	10	12	\$ 150,000.00		54 <u>8</u>
BowStern Marketing Communications	3	5	15	10	10	15	\$ 119,350.00		58 <u>7</u>

Signature of Rater: 
Date: 2/9/2021

Print Name: ALDEN ROSNER

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total 0-100
	0-5	0-10	0-20	0-20	0-20	0-25			
365 Degree Total Marketing	3	7	12	16	15	11	\$ 168,995.00	7	64
Madden Preprint Media, LLC	5	9	19	18	19	13	\$ 145,915.00	2	83
Paradise Advertising & Marketing, Inc.	5	9	20	20	20	10	\$ 175,000.00	1	84
Evok Advertising and Design, Inc.	3	4	12	13	12	25	\$ 73,000.00	6	69
The Zimmerman Agency	5	10	20	20	18	8	\$ 238,500.00	3	81
Jacober Creative	5	9	18	19	18	10	\$ 175,000.00	4	79
S&S Insights, LLC	0	3	8	12	11	12	\$ 150,000.00	8	46
BowStern Marketing Communications	4	8	14	17	17	15	\$ 119,350.00	5	75

Signature of Rater: Kimberly Goldsmith
Date: 2/7/2021

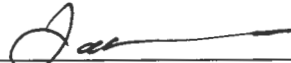
Print Name: Kimberly Goldsmith

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total 0-100
	0-5	0-10	0-20	0-20	0-20	0-25			
365 Degree Total Marketing	4	7	16	17	17	11	\$ 168,995.00		72
Madden Preprint Media, LLC	3	8	17	14	16	13	\$ 145,915.00		71
Paradise Advertising & Marketing, Inc.	4	7	17	15	15	10	\$ 175,000.00		68
Evok Advertising and Design, Inc.	4	8	17	17	18	25	\$ 73,000.00		89
The Zimmerman Agency	4	8	16	16	15	8	\$ 238,500.00		67
Jacober Creative	4	7	15	13	15	10	\$ 175,000.00		64
S&S Insights, LLC	3	6	10	15	15	12	\$ 150,000.00		61
BowStern Marketing Communictions	3	7	14	14	15	15	\$ 119,350.00		68

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Signature of Rater: 

Print Name: Todd Manning

Date: 02/08/2021



Tourist Development Council Meeting
Wednesday, February 17, 2021 • 12:00 Noon

HOLIDAY INN AND SUITES
213 SW COMMERCE DRIVE • LAKE CITY • FL • 32025

AGENDA

Opportunity for public comment shall be in accordance with Rule 4.704. Each person who wishes to address the Tourist Development Council or any Discussion and Action Agenda Item shall complete one comment card for each item and submit the card or cards to County Tourist Development staff in the front of the meeting room.

Cards shall be submitted before the meeting is called to order. Rules of decorum and rules for public participation are attached on page two of the agenda packet.

1. Call to Order: Commissioner Rocky Ford
2. Pledge to U.S. Flag
3. TDC Roll Call
4. Rebrand and Marketing Plan Bid Committee Introductions
5. Staff or TDC Member Additions or Deletions to Agenda
6. Approval of Agenda
7. Discussion and Action Items
 - a. RFP 2020-BB Marketing Plan and Rebrand Presentations
 - i. Evōk Advertising and Design, Inc.
 - ii. Madden Preprint Media, LLC
 - iii. Paradise Advertising & Marketing, Inc.
 - iv. The Zimmerman Agency
8. Open Public Comment to the TDC – 2 Minute Limit
9. TDC Member Comments
10. Adjournment