



**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", is written over a 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.

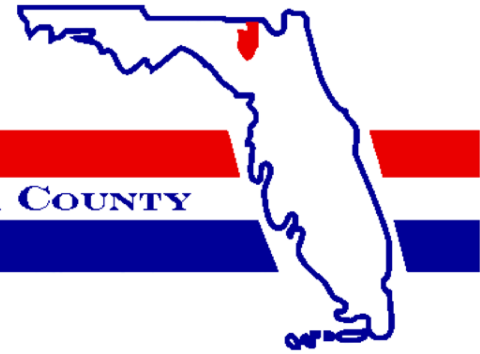
**2. Recommended Motion/Action:**

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**

MEMORANDUM

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
Evok Advertising and Design, Inc.	3	5	4	6	1		19		3
The Zimmerman Agency	8	2	3	3	6		22		4
Jacober 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: Esther Chung

Date: 02/09/2021

**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	5	5	15	15	10	11	\$ 168,995.00		<del>44</del> 61
Madden Preprint Media, LLC	5	10	20	20	10	13	\$ 145,915.00		<del>43</del> 78
Paradise Advertising & Marketing, Inc.	5	10	20	20	10	10	\$ 175,000.00		<del>40</del> 75
Evok Advertising and Design, Inc.	5	5	10	15	10	25	\$ 73,000.00		<del>26</del> 70
The Zimmerman Agency	5	5	15	20	10	8	\$ 238,500.00		<del>3</del> 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
BowStem Marketing Communications	5	5	15	20	10	15	\$ 119,350.00		15 70

Signature of Rater: 

Print Name: DAVID KRAUS

Date: 2/9/21

**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	8
Madden Preprint Media, LLC	5	10	18	19	19	13	\$ 145,915.00		84	1
Paradise Advertising & Marketing, Inc.	5	8	19	20	18	10	\$ 175,000.00		80	3
Evok Advertising and Design, Inc.	5	3	8	19	10	25	\$ 73,000.00		70	5
The Zimmerman Agency	5	10	20	20	19	8	\$ 238,500.00		82	2
Jacob Creative	5	8	17	17	18	10	\$ 175,000.00		75	4
S&S Insights, LLC	5	3	10	20	9	12	\$ 150,000.00		59	7
BowStern Marketing Communications	5	4	11	20	8	15	\$ 119,350.00		63	6

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 5
Madden Preprint Media, LLC	5	10	20	15	15	13	\$ 145,915.00		78 1
Paradise Advertising & Marketing, Inc.	3	8	15	15	10	10	\$ 175,000.00		61 6
Evok Advertising and Design, Inc.	4	8	15	5	10	25	\$ 73,000.00		67 4
The Zimmerman Agency	5	10	20	15	10	8	\$ 238,500.00		68 3
Jacober Creative	5	10	20	15	10	10	\$ 175,000.00		70 2
S&S Insights, LLC	0	7	10	15	10	12	\$ 150,000.00		54 8
BowStern Marketing Communications	3	5	15	10	10	15	\$ 119,350.00		58 7

Signature of Rater:   
 Date: 2/9/2021

Print Name: ALDEN ROSMIR

**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	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	
	0-5	0-10	0-20	0-20	0-20	0-25			0-100	
365 Degree Total Marketing	4	7	16	17	17	11	\$ 168,995.00		72	2
Madden Preprint Media, LLC	3	8	17	14	16	13	\$ 145,915.00		71	3
Paradise Advertising & Marketing, Inc.	4	7	17	15	15	10	\$ 175,000.00		68	4
Evok Advertising and Design, Inc.	4	8	17	17	18	25	\$ 73,000.00		89	1
The Zimmerman Agency	4	8	16	16	15	8	\$ 238,500.00		67	5
Jacober Creative	4	7	15	13	15	10	\$ 175,000.00		64	6
S&S Insights, LLC	3	6	10	15	15	12	\$ 150,000.00		61	8
BowStern Marketing Communications	3	7	14	14	15	15	\$ 119,350.00		68	4

Signature of Rater: 

Print Name: TOOD MANNING

Date: 02/09/2021



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. Evök 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