

EXPLANATION OF CONSENT AGENDA ITEM E.2.c.(12) – February 22, 2017

ITEM:

Consideration of approving the Selection Committee's recommendation of selected firms for Strategic Advertising & Marketing Services (PUR-RFQ-16-6) and authorize staff to negotiate contracts with the selected firms. (Dubea)

EXPLANATION:

The Commission authorized staff to issue a formal solicitation for Strategic Advertising & Marketing Services on September 28, 2016. In order to allow for greater flexibility and more options for needed services, staff decided to consider multiple contracts for each category. As a result of the solicitation process, seven qualification packages were received. After reviewing the qualification packages, the selection committee invited three for presentations. After hearing presentations on February 7, 2017, the Selection Committee unanimously decided to select Phunware and Take 5 Media firms for continuing contracts.

Each firm will be asked to sign a standard continuing contract for a base term of one year and up to four one-year renewals. The firms' fee schedules will be incorporated into the contract and will be updated with each renewal. Annual contract renewals will be brought before the Commission for approval. Firms will be issued purchase orders for every scope of work and/or task assigned to them. Purchase orders in excess of \$100,000 will be brought to the Commission for approval. The total amount of purchase orders to be issued to the selected firms will not exceed the approved budget for services.

Staff Recommends Approval
Prepared by Jim Dubea

**CANAVERAL PORT AUTHORITY
SELECTION COMMITTEE EVALUATION & RANKING/SELECTIONS**

PROJECT: PUR-RFQ-16-6
Strategic Advertising & Marketing
Services – Step 2 Final Rank/Selections

Selection Committee Meeting Date & Time: February 7, 2017
4:00 PM

COMPANY	RANKING/SELECTIONS
Phunware Inc - Austin, TX	Selected
Take 5 Media Group - Boca Raton, FL	Selected
Conway PR & Marketing - New York, NY	Not Selected

**THESE RESULTS WILL BE PRESENTED FOR APPROVAL TO THE CANAVERAL PORT AUTHORITY AT ITS REGULARLY SCHEDULED MEETING ON
FEBRUARY 22, 2017.**

POSTED: DATE February 14, 2017 TIME 4:00 PM BY Karen Pappas, Director Procurement

SELECTIONS APPROVED BY CANAVERAL PORT AUTHORITY

POSTED: DATE _____ TIME _____ BY _____

Canaveral Port Authority
PUR-RFQ-16-6 Strategic Advertising & Marketing Services
Post-Presentation Score Detail

Evaluator #1	Points	Proposing Firms		
		Conway PR & Marketing New York, NY	Phunware Inc Austin, TX	Take 5 Media Group Boca Raton, FL
Selection Criteria				
Experience	15	15	15	15
In-House Capabilities	15	15	15	10
Digital/Social Media Capabilities	20	10	20	15
Technology and Demonstrated Ability to Meet Time and Budget Requirements (including cost/ability to provide services on a regular basis)	20	10	20	20
Proposed Approach to Project	10	5	10	8
Demonstrated Knowledge of Port Canaveral's Core Business Lines	10	8	10	10
Knowledge of Port's Role in the Community, as well as Central Florida regions, State and international expanses	10	5	10	8
TOTAL POINTS	100	68	100	86

Evaluator #2	Points	Proposing Firms		
		Conway PR & Marketing New York, NY	Phunware Inc Austin, TX	Take 5 Media Group Boca Raton, FL
Selection Criteria				
Experience	15	8	12	11
In-House Capabilities	15	7	14	12
Digital/Social Media Capabilities	20	10	15	14
Technology and Demonstrated Ability to Meet Time and Budget Requirements (including cost/ability to provide services on a regular basis)	20	10	15	16
Proposed Approach to Project	10	5	8	8
Demonstrated Knowledge of Port Canaveral's Core Business Lines	10	6	6	7
Knowledge of Port's Role in the Community, as well as Central Florida regions, State and international expanses	10	6	6	7
TOTAL POINTS	100	52	76	75

Evaluator #3	Points	Proposing Firms		
		Conway PR & Marketing New York, NY	Phunware Inc Austin, TX	Take 5 Media Group Boca Raton, FL
Selection Criteria				
Experience	15	12	16	16
In-House Capabilities	15	11	12	12
Digital/Social Media Capabilities	20	10	18	18
Technology and Demonstrated Ability to Meet Time and Budget Requirements (including cost/ability to provide services on a regular basis)	20	18	18	18
Proposed Approach to Project	10	5	9	9
Demonstrated Knowledge of Port Canaveral's Core Business Lines	10	8	10	8
Knowledge of Port's Role in the Community, as well as Central Florida regions, State and international expanses	10	7	9	8
TOTAL POINTS	100	71	92	89

Evaluator #4	Points	Proposing Firms		
		Conway PR & Marketing New York, NY	Phunware Inc Austin, TX	Take 5 Media Group Boca Raton, FL
Selection Criteria				
Experience	15	12	15	15
In-House Capabilities	15	10	15	15
Digital/Social Media Capabilities	20	5	18	20
Technology and Demonstrated Ability to Meet Time and Budget Requirements (including cost/ability to provide services on a regular basis)	20	5	18	18
Proposed Approach to Project	10	4	8	8
Demonstrated Knowledge of Port Canaveral's Core Business Lines	10	5	9	8
Knowledge of Port's Role in the Community, as well as Central Florida regions, State and international expanses	10	5	9	8
TOTAL POINTS	100	46	92	92

Canaveral Port Authority
PUR-RFQ-16-6 Strategic Advertising & Marketing Services
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Digital/Social Media Capabilities	20	10	20	15
Technology and Demonstrated Ability to Meet Time and Budget Requirements (including cost/ability to provide services on a regular basis)	20	10	20	20
Proposed Approach to Project	10	5	10	8
Demonstrated Knowledge of Port Canaveral's Core Business Lines	10	8	10	10
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Evaluator #4	Points	Proposing Firms		
		Conway PR & Marketing New York, NY	Phunware Inc Austin, TX	Take 5 Media Group Boca Raton, FL
Selection Criteria				
Experience	15	12	15	15
In-House Capabilities	15	10	15	15
Digital/Social Media Capabilities	20	5	18	20
Technology and Demonstrated Ability to Meet Time and Budget Requirements (including cost/ability to provide services on a regular basis)	20	5	18	18
Proposed Approach to Project	10	4	8	8
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**CANVERAL PORT AUTHORITY
SOLICITATION SUMMARY**

Solicitation Number & Name:

PUR-RFQ-16-6

Strategic Advertising and Marketing Services

Advertising:

Florida Today - December 9th, 16th and 23rd, 2016

Posted to Website (<http://www.portcanaveral.com/Business-With-Us/Current-Solicitations>):

December 15, 2016

PublicPurchase.com Details (bid notification service - vendors self register):

Posted December 15, 2016

Vendors Notified - 53

Notified Vendors Who Acknowledged Notification - 12

e-Builder Registered Vendors: (portal where solicitation documents are downloaded)

51

Bids/Proposals Received:

7

Bidders Eliminated in Step 1:

4