

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO NEGOTIATE AND EXECUTE AN AGREEMENT BETWEEN THE HIGHEST RANKED FIRM AND THE CITY OF HOLLYWOOD TO PROVIDE BRANDING, MARKETING AND PUBLIC RELATIONS SERVICES IN AN ESTIMATED ANNUAL AMOUNT OF \$100,000.00.

WHEREAS, the Office of Public Affairs and Marketing is seeking to engage the services and enter into an agreement with a qualified firm to provide to plan and execute a multi-phased marketing/public relations campaign for the City that includes research, branding, advertising, web-based marketing, creative services and collateral development, as well as public and community relations; and

WHEREAS, the City of Hollywood Marketing Plan will be research based, innovative, and strategic with measurable outcomes focused on Increasing the City's tax base, Attracting private investment, Creating new jobs, Promoting tourism, Recruiting businesses (corporate, industrial and retail), Creating a brand identity and Increasing community engagement; and

WHEREAS, the selected qualified firm would provide branding, marketing and public relations services in three (3) planned phases, Phase 1 – Market Investigation, Phase 2 – Brand Development & Marketing Plan and Phase 3- Creation & Placement of Advertising, Monitoring & Reporting; and

WHEREAS, on August 28, 2015, Request for Proposals (RFP) Number 4479-15-RD was electronically advertised via BidSync in accordance with the City's Purchasing Ordinance, Section 38.42(A); and

WHEREAS, RFP-4479-15-RD was opened at 3:00 p.m. on October 1, 2015, and resulted in the following ten (10) responses:

Ambit Advertising and Public Relations  
Fort Lauderdale, Florida

Aqua Marketing & Communications, Inc.  
St. Petersburg, Florida

Fahlgren, Inc. d/b/a Fahlgren Mortine  
Fort Lauderdale, Florida

Iconologic  
Atlanta, Georgia

Matrix 2, Inc.  
Miami, Florida

Myriad  
Los Angeles, California

Quest Corporation of America, Inc.  
Tampa, Florida

Redevelopment Management Associates, LLC  
Pompano Beach, Florida

Upscale Events by Mosaic, LLC  
Fort Lauderdale, Florida

Wilesmith Advertising / Design  
West Palm Beach, Florida

; and

WHEREAS, the evaluation of the proposals was based upon the following evaluation criteria as established in the RFP: Experience in successful marketing/branding campaigns as demonstrated in part by results of similar projects/services provided for other similar clients, Qualifications as demonstrated by the qualifications of staff who will be assigned to the account and the firm's abilities to perform the scope of services, Strategic Analysis and Creative Approach as demonstrated through examples of prior work, ability to show measurable results and creative use of technology, Cost Proposal as proposed for three phases in year one (1) and fee schedule for subsequent optional renewal periods, Knowledge of the City and understanding of the overall marketing needs of the City, and Local Preference; and

WHEREAS, on October 19, 2015, the proposals were evaluated by a five (5) member committee representing the Office of the City Manager, Office of Public Affairs and the CRA; and

WHEREAS, the proposal submitted by Iconlogic was deemed to be non-responsive; and

WHEREAS, the nine (9) responsive proposals received were evaluated and the scores were compiled to arrive at the following rankings, (highest score), first choice to ninth choice:

Wilesmith Advertising / Design	433
Fahlgren, Inc. d/b/a Fahlgren Mortine	403
Aqua Marketing & Communications, Inc.	397
Ambit Advertising and Public Relations	363
Redevelopment Management Associates, LLC	355
Matrix 2, Inc.	323

Quest Corporation of America, Inc.	303	
Myriad	261	
Upscale Events by Mosaic, LLC	246	; and

WHEREAS, after all Proposals received were evaluated and scored, the Evaluation Committee recommended that the proposals be short-listed to the three (3) highest ranked firms as follows:

1. Wilesmith Advertising/Design
2. Fahlgren, Inc. d/b/a Fahlgren Mortine
3. Aqua Marketing & Communications, Inc. ; and

WHEREAS, after an evaluation of the RFP responses, the Evaluation Committee recommended that the three (3) highest ranked proposers by score be scheduled to make an oral presentation to the Evaluation Committee; and

WHEREAS, on November 5, 2015, the three (3) highest scoring firms made oral presentations to the Evaluation Committee; and

WHEREAS, the three (3) oral presentations were evaluated but were not ranked as the evaluation committee requested that additional questions be submitted to the references submitted by Wilesmith Advertising/Design and Aqua Marketing & Communications, Inc. and to also request additional RFP documentation from the City of Dunedin and the City of West Palm Beach for the committees review ;and

WHEREAS, on November 20, 2015, the Evaluation Committee met to further review and evaluate the three (3) oral presentations and the additional documentation and information provided and rank the proposers 1, 2 or 3 and the scores were compiled to arrive at the final rankings, (lowest score), first choice to third choice; and

WHEREAS, it is the recommendation of the Evaluation Committee to rank the three (3) highest scoring firms as follows:

1. Wilesmith Advertising / Design
2. Aqua Marketing & Communications,
3. Fahlgren, Inc. d/b/a Fahlgren Mortine ; and

WHEREAS, the amount of fees to be paid for services provided shall be an estimated \$80,000.00 to \$100,000.00 annually; and

WHEREAS, funding for this agreement has been provided and is available in the Office of Public Affairs and Marketing FY 2016 budget in the Contractual Services Account Number 57.1137.00000.590.003117; and

WHEREAS, the RFP document provides for an initial agreement term of one (1) year, with two (2) additional one (1) year renewal options; and

WHEREAS, award is subject to the City's receipt and approval of all insurance certificates required by the City's Risk Manager, along with a signed Statement of Hold Harmless and Indemnity in favor of the City;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That it hereby ranks the three (3) highest scoring firms as follows:

1. Wilesmith Advertising / Design
2. Aqua Marketing & Communications
3. Fahlgren, Inc. d/b/a Fahlgren Mortine

Section 2: That it hereby approves and authorizes the execution, by the appropriate City Officials, of an agreement embodying the terms and conditions approved by the City Commission this date between the highest ranked firm and the City of Hollywood, in a form acceptable to the City Manager and approved as to form and legality by the City Attorney.

Section 3: That, if the appropriate City Officials are unable to negotiate an agreement with the highest ranked firm, they are hereby authorized to commence contract negotiations with the second highest ranked firm.

Section 4: That this resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
PETER BOBER, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM AND LEGALITY  
for the use and reliance of the  
City of Hollywood, Florida, only.

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JEFFREY P. SHEFFEL, CITY ATTORNEY