

Solicitation summary (5136)

Details

Reference number: RFP 2020-21

Procedure: Sealed without Preselection

Description:

DESCRIPTION: General Information about this solicitation:

The Town is soliciting proposals for the hiring of an experienced successful Marketing firm to provide a Marketing Program and support services to the Town's Marina.

As the only public marina on the island of Palm Beach, the Town Marina has been providing berthing for power and sail yachts up to 260' in length since the 1940's. A brilliant new marina is being constructed that works in harmony with the Town's ethos, style, and quality of life. It includes a \$34 million renovation and improvements to transform the old Town Docks into a world-class yacht center that will welcome vessels from 60 to 294 feet.

The Town Marina is centrally located and only a short distance away from West Palm Beach, which has a multitude of fine restaurants, bars, and shops. Our island location places you within walking distance of the world-famous Worth Avenue. For those looking to leave their yacht and travel further afield, the marina is closely located to main transport links including I-95 and the Palm Beach International Airport, and railways to Delray Beach, Boca Raton, Fort Lauderdale, and Miami.

The minimum intent of this "Request for Proposals" is for the selected firm to create brand and message development, compose templates, collateral pieces, and development of a five-year marketing plan and budget.

The contract resulting from this RFP will continue to its completion, approximately one year, and if deemed necessary by the Town, may continue for a period determined by the Town.

Award may be made to the Proposer which offers the best value to the Town. The Town reserves the right to reject any and all offers, to waive non-material irregularities or technicalities and to re-advertise for all or any part of this solicitation as deemed in its best interest. The Town shall be the sole judge of its best interest.

Please click on "Participate" button at the bottom of this page to download solicitation package and to get started.

PRE-PROPOSAL CONFERENCE

A "NON-MANDATORY" pre-proposal meeting will be held on:

Date/Time: July 27, 2020 at 2:00 PM.

*******This pre-proposal meeting will be conducted via virtual conference. For directions to join please see instructions attached "GO TO MEETING"*******

Send any questions in writing before the start of the meeting so that the Town can ensure all questions are addressed. These questions can be sent to dbasha@townofpalmbeach.com.

Attendance is strongly encouraged as this will be the only forum to seek clarification from Town staff.

QUESTION DEADLINE

The deadline for questions is seven (7) CALENDAR DAYS before the end of the Offer Phase (due date).

Questions should be submitted through this software platform using the Question & Answer feature.

The Town may provide written addenda up to five (5) calendar days before the date fixed for receiving the bid proposals.

SELECTION COMMITTEE MEETING

Consensus Meeting will be held on September 11, 2020 at 9:00 am. Meeting will be virtual through Go To Meeting platform, please see attached instructions.

If the Selection Committee calls for Oral Interviews, **purchasing will contact vendors directly to set up a date and time.**

DESIGNATED PROCUREMENT REPRESENTATIVE

The Designated Procurement Representatives for this Solicitation is:

Eugene Bitteker, Buver

email: ebitteker@townofpalmbeach.com

Direct phone: (561) 227-7006

All communications regarding this solicitation shall be handled only by Town Purchasing Representatives.

ASSISTANCE & SUPPORT

Attached below is a file titled 'Getting Started in Negometrix - Supplier Guide'. Suppliers may also contact the Negometrix support desk at the number provide

NEGOMETRIX SUPPORT CONTACT:

(Technical) Assistance (Mon - Fri: 8 am to 6 pm)
Negometrix Service Desk
Telephone: (724) 888-5294
Email: servicedesk.us@negometrix.com

Awarded supplier(s)

- Jacober Creative (Jacober Creative)

Offers/Applications from suppliers

- **Suppliers** (Number of suppliers: 53)
 - EMRG
 - Participant since : Aug 18 2020 3:40:02 PM
 - Removed on : Aug 19 2020 12:16:50 PM
 - Selbert Perkins Design
 - Participant since : Aug 14 2020 6:04:14 PM
 - WeUsThem Inc.
 - Participant since : Aug 13 2020 2:27:51 PM
 - Maryanne Conlin, LLC
 - Participant since : Aug 12 2020 3:38:09 PM
 - RHEEM CREATIVE HOUSE
 - Participant since : Aug 12 2020 3:34:30 PM
 - Chandlerthinks
 - Participant since : Aug 11 2020 3:21:14 PM
 - iHeartMedia
 - Participant since : Aug 10 2020 5:05:53 PM
 - Oasis Marinas
 - Participant since : Aug 10 2020 3:28:03 PM
 - Conversa
 - Participant since : Aug 10 2020 2:35:03 PM
 - Think Creative Inc.
 - Participant since : Aug 6 2020 10:31:34 AM
 - PPK
 - Participant since : Aug 5 2020 9:48:55 AM
 - PIL Creative Group
 - Participant since : Aug 5 2020 9:22:16 AM
 - DG
 - Participant since : Aug 4 2020 2:31:29 PM
 - Push Digital
 - Participant since : Aug 4 2020 12:27:50 PM
 - BLKStreet
 - Participant since : Jul 30 2020 10:33:30 PM

- Push
 - Participant since : Jul 29 2020 1:21:27 PM
- Matrix2 Advertising
 - Participant since : Jul 29 2020 11:27:15 AM
- Criterion Global
 - Participant since : Jul 28 2020 7:21:21 PM
- Ketchum
 - Participant since : Jul 28 2020 7:19:39 PM
- CONCEPTUAL COMMUNICATIONS
 - Participant since : Jul 28 2020 5:15:53 PM
- 9thWonder
 - Participant since : Jul 28 2020 4:37:02 PM
- BMF
 - Participant since : Jul 28 2020 4:17:18 PM
- FKQ
 - Participant since : Jul 28 2020 1:28:51 PM
- UniComm Media Group
 - Participant since : Jul 28 2020 9:57:23 AM
- Fahlgren Mortine
 - Participant since : Jul 27 2020 8:37:18 PM
- FWV
 - Participant since : Jul 27 2020 4:09:15 PM
- DEVENEY
 - Participant since : Jul 27 2020 11:39:15 AM
- ADEPT Marketing
 - Participant since : Jul 27 2020 11:03:43 AM
- FINN Partners
 - Participant since : Jul 27 2020 1:48:27 AM
- The Alexis Agency
 - Participant since : Jul 25 2020 6:41:03 PM
- O'Dwyer's
 - Participant since : Jul 24 2020 3:07:47 PM
- 78Madison, Inc.
 - Participant since : Jul 24 2020 12:30:01 PM
- Town Demo
 - Participant since : Jul 24 2020 9:10:29 AM
- Impacten Communications, LLC d/b/a Impacten Media
 - Participant since : Jul 22 2020 7:19:45 PM
- Miles Partnership, LLLP
 - Participant since : Jul 22 2020 2:39:58 PM
- Creative Marketing Alliance
 - Participant since : Jul 22 2020 12:11:13 PM
- The Fantastical
 - Participant since : Jul 22 2020 11:04:56 AM
- BVK
 - Participant since : Jul 22 2020 10:41:59 AM
- Dryve Consulting
 - Participant since : Jul 21 2020 4:42:36 PM

- The MS Factor, LLC
 - Participant since : Jul 21 2020 2:57:36 PM
- Strategic Digital Services Inc.
 - Participant since : Jul 21 2020 9:51:08 AM
- Daniels and Roberts
 - Participant since : Jul 21 2020 9:35:13 AM
- Lombardo & Partners, LLC
 - Participant since : Jul 20 2020 1:28:27 PM
- Jacober Creative
 - Participant since : Jul 20 2020 12:30:36 PM
- LRM RiverValley Marketing
 - Participant since : Jul 20 2020 10:38:03 AM
- Moore Communications Group, Inc.
 - Participant since : Jul 20 2020 9:47:28 AM
- Aqua Marketing & Communications, Inc.
 - Participant since : Jul 20 2020 9:37:14 AM
- ●●-●●●7931
 - Participant since : Jul 17 2020 1:47:43 PM
- Carey O'Donnell Inc. dba O'Donnell Agency
 - Participant since : Jul 16 2020 4:30:38 PM
- TAMBOURINE
 - Participant since : Jul 16 2020 10:26:10 AM
- marlo marketing
 - Participant since : Jul 16 2020 10:16:12 AM
- Savage Global Marketing
 - Participant since : Jul 16 2020 9:04:30 AM
- Ideabar
 - Participant since : Jul 16 2020 8:45:03 AM
- **Offer phase** (Number of offers in phase: 15)
 - The MS Factor, LLC (The MS Factor, LLC) Time and date of submitting: Aug 19 2020 11:46:59 AM
 - Ideabar (Ideabar) Time and date of submitting: Aug 19 2020 1:59:43 PM
 - ●●-●●●7931 (●●-●●●7931) Time and date of submitting: Aug 19 2020 12:18:18 AM
 - Jacober Creative (Jacober Creative) Time and date of submitting: Aug 19 2020 12:51:05 PM
 - Lombardo & Partners, LLC (Lombardo & Partners, LLC) Time and date of submitting: Aug 19 2020 7:34:09 AM
 - Tourism Insight Group (BVK) Time and date of submitting: Jul 22 2020 10:50:24 AM
 - 78Madison, Inc. (78Madison, Inc.) Time and date of submitting: Aug 18 2020 5:07:36 PM
 - DEVENEY (DEVENEY) Time and date of submitting: Aug 19 2020 12:17:24 PM
 - ADEPT Marketing (ADEPT Marketing) Time and date of submitting: Aug 19 2020 1:00:26 PM
 - 9thWonder (9thWonder) Time and date of submitting: Aug 19 2020 11:55:10 AM
 - Matrix2 Advertising (Matrix2 Advertising) Time and date of submitting: Aug 19 2020 12:34:35 PM
 - PIL Creative Group (PIL Creative Group) Time and date of submitting: Aug 19 2020 1:06:31 PM
 - Think Creative Inc. (Think Creative Inc.) Time and date of submitting: Aug 18 2020 2:43:08 PM
 - Oasis Marinas (Oasis Marinas) Time and date of submitting: Aug 19 2020 12:06:40 PM
 - WeUsThem Inc. (WeUsThem Inc.) Time and date of submitting: Aug 19 2020 12:37:11 PM

- **Evaluation** (Number of offers in phase: 9)
 - The MS Factor, LLC (The MS Factor, LLC)
 - Ideabar (Ideabar)
 - Jacober Creative (Jacoher Creative)
 - 78Madison, Inc. (78Madison, Inc.)
 - ADEPT Marketing (ADEPT Marketing)
 - 9thWonder (9thWonder)
 - Matrix2 Advertising (Matrix2 Advertising)
 - PIL Creative Group (PIL Creative Group)
 - Think Creative Inc. (Think Creative Inc.)
- **BAFO-phase** (Number of offers in phase: 5)
 - The MS Factor, LLC (The MS Factor, LLC) Time and date of submitting: Sep 16 2020 3:27:12 PM
 - Ideabar (Ideabar) Time and date of submitting: Sep 16 2020 5:43:46 PM
 - Jacober Creative (Jacoher Creative) Time and date of submitting: Sep 16 2020 5:32:59 PM
 - 78Madison, Inc. (78Madison, Inc.) Time and date of submitting: Sep 16 2020 3:08:58 PM
 - ADEPT Marketing (ADEPT Marketing) Time and date of submitting: Sep 16 2020 4:39:18 PM
- **BAFO-evaluation** (Number of offers in phase: 3)
 - Ideabar (Ideabar)
 - Jacober Creative (Jacoher Creative)
 - ADEPT Marketing (ADEPT Marketing)
- **Awarding** (Number of offers in phase: 1)
 - Jacober Creative (Jacoher Creative)

Schedule

Name	Type	Start date	End date	Responsible person
Creation date	Date	Jul 9 2020 4:00 PM	—	General Solicitations Palm Beach
Preparation	Phase	Jul 9 2020 4:00 PM	Jul 16 2020 9:00 AM	
Offer phase	Phase	Jul 16 2020 9:00 AM	Aug 19 2020 2:00 PM	
Pre-proposal Conference	Date	Jul 27 2020 2:00 PM	—	Duke Basha Mark Bresnahan Mike Horn General Solicitations Palm Beach Carolyn Stone
Evaluation	Phase	Aug 19 2020 2:00 PM	Sep 14 2020 5:00 PM	
First Selection Committee Meeting	Date	Sep 11 2020 9:00 AM	—	Duke Basha Mark Bresnahan Mike Horn General Solicitations Palm Beach Carolyn Stone
BAFO-phase	Phase	Sep 14 2020 5:00 PM	Sep 17 2020 8:00 AM	
BAFO-evaluation	Phase	Sep 17 2020 8:00 AM	Oct 13 2020 11:00 AM	
Presentations	Date	Sep 17 2020 9:00 AM	—	Duke Basha Mark Bresnahan Mike Horn General Solicitations Palm Beach Carolyn Stone
Award phase	Date	Oct 13 2020 11:00 AM	—	

Results

• **Offer phase** (Jul 16 2020 - Aug 19 2020)

Result

Rank	Name	Knockouts	unanswered question(s)	Uploads missed	Incomplete evaluations	Unanswered buyer questions	Price	Quality score	Phase
1	The MS Factor, LLC	-	-	2	-	-	\$50,215	73.7%	Yes
2	78Madison, Inc.	-	-	3	-	-	\$29,090	68.89%	Yes
3	Ideabar	-	-	3	-	-	\$102,650	78.33%	Yes
4	ADEPT Marketing	-	-	3	-	-	\$80,000	73.33%	Yes
5	Jacober Creative	-	-	2	-	-	\$81,650	66.3%	Yes
6	PIL Creative Group	-	-	3	-	-	\$140,099	63.19%	Yes
7	Think Creative Inc.	-	-	3	-	-	\$91,675	47.96%	Yes
8	Matrix2 Advertising	-	-	3	-	-	\$135,150	41.67%	Yes
9	9thWonder	-	-	3	-	-	\$286,875	40.56%	Yes
10	Oasis Marinas	-	-	-	-	-	\$233,700	0%	No
11	WeUsThem Inc.	-	-	3	-	-	\$483,948	0%	No
12	••- •••7931	-	-	3	-	-	\$513,574	0%	No
13	Lombardo & Partners, LLC	-	-	3	-	-	\$1,287,645	0%	No
14	DEVENEY	-	-	1	-	-	\$3,355,875	0%	No
15	BVK	-	13	9	-	-	-	0%	No

• **Evaluation**

Result									
Rank	Name	Knockouts	unanswered question(s)	Uploads missed	Incomplete evaluations	Unanswered buyer questions	Price	Quality score	Phase
1	The MS Factor, LLC	-	-	2	-	-	\$50,215	73.7%	Yes
2	78Madison, Inc.	-	-	3	-	-	\$29,090	68.89%	Yes
3	Ideabar	-	-	3	-	-	\$102,650	78.33%	Yes
4	ADEPT Marketing	-	-	3	-	-	\$80,000	73.33%	Yes
5	Jacober Creative	-	-	2	-	-	\$81,650	66.3%	Yes
6	PIL Creative Group	-	-	3	-	-	\$140,099	63.19%	No
7	Think Creative Inc.	-	-	3	-	-	\$91,675	47.96%	No
8	Matrix2 Advertising	-	-	3	-	-	\$135,150	41.67%	No
9	9thWonder	-	-	3	-	-	\$286,875	40.56%	No

• **BAFO-phase** (Sep 14 2020 - Sep 17 2020)

Result									
Rank	Name	Knockouts	unanswered question(s)	Uploads missed	Incomplete evaluations	Unanswered buyer questions	Price	Phase	
1	78Madison, Inc.	-	-	-	-	-	-	No	
1	ADEPT Marketing	-	-	-	1	-	-	Yes	
1	The MS Factor, LLC	-	-	-	-	-	-	No	
1	Ideabar	-	-	-	1	-	-	Yes	
1	Jacober Creative	-	-	-	1	-	-	Yes	

• **BAFO-evaluation**

Result									
Rank	Name	Knockouts	unanswered question(s)	Uploads missed	Incomplete evaluations	Unanswered buyer questions	Price	Phase	
1	Jacober Creative	-	-	-	1	-	-	Yes	
1	ADEPT Marketing	-	-	-	1	-	-	No	
1	Ideabar	-	-	-	1	-	-	No	

• **Awarding**

Result									
Rank	Name	Knockouts	unanswered question(s)	Uploads missed	Incomplete evaluations	Unanswered buyer questions	Price		
1	Jacober Creative	-	-	-	1	-	-		

Contracts

There are no contracts added

Comments

No comments