



Agenda Item Summary

BCC Approved File ID 23-00426 CM

File #: 23-00426

Agenda Date: 8/22/2023

Agenda Item Name:

Ranking of Request for Proposal (RFP) 23-399 Visit Gainesville, Alachua County Website Redesign

Presenter:

Jessica Hurov, Tourist Development Manager, 352.374.5260
Theodore White, Procurement Manager, 352.374.5202

Description:

Ranking and authorize staff to negotiate an agreement for RFP 23-399 Visit Gainesville, Alachua County Website Redesign

Recommended Action:

Approve the ranking and authorize staff to negotiate an agreement for RFP 23-399 Visit Gainesville, Alachua County Website Redesign:

1. Madden Media
2. The Zimmerman Agency

Authorize staff to negotiate an agreement with top ranked firm, Madden Media. If negotiations with the top ranked vendor fail, authorize staff to negotiate with The Zimmerman Agency.

Prior Board Motions:

N/A

Fiscal Note:

No fiscal impact at this time. This will be funded from Fund 150 – Tourist Development Tax (TDT) - the operating budget for the department. There will be sufficient funds in the budget once the agenda item for the use of TDT reserves for operating expenses is also approved.

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

RFP 23-399 Visit Gainesville, Alachua County Website Redesign was released on April 5, 2023. The deadline for receipt was April 26, 2023. Twelve (12) vendors responded and the evaluation team ranked Madden Media and The Zimmerman Agency as the top ranked submittals.