



ALACHUA COUNTY

Budget and Fiscal Services

Procurement

Theodore "TJ" White, Jr. CPPB
Procurement Manager

Thomas J. Rouse
Contracts Supervisor

Darryl R. Kight, CPPB
Procurement Supervisor

June 26, 2023

MEMORANDUM

TO: Theodore "TJ" White, Jr. CPPB, Procurement Manager

FROM: Darryl R. Kight, CPPB, Procurement Supervisor *Darryl Kight* [Jun 25, 2023 17:53 EDT]

FROM: Leira Cruz Cáliz, CPPB, Procurement Agent II *L Cruz Caliz*

SUBJECT: INTENT TO AWARD
RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign

<u>Solicitation Opening Date:</u>	2:00 PM, Wednesday, April 26, 2023
<u>Solicitation Notifications View Count:</u>	1059 Vendors
<u>Solicitations Downloaded by:</u>	53 Vendors
<u>Solicitations Submissions:</u>	12 Vendors

Firms:

702 Pros LLC
Las Vegas, NV 89118

Frankel
Gainesville, FL 32608

Granicus
Denver, CO 80202

Miles Partnership, LLLP
Sarasota, FL 34240

Planeteria Media
Santa Rosa, CA 95401

SGS Technologie
Jacksonville, FL 32216

Creative Marketing Plus
New York, NY 11360

GHD
Hartford, CT 06062

Madden Media
Tucson, AZ 85701

OnPoint Insight, LLC
Wilmington, MA 01887

Procurex.pro
Jacksonville, FL 32257

The Zimmerman Agency
Tallahassee, FL 32308

Firms:

Treeline Interactive
San Diego, CA 92109

*WMT Digital
Miami, FL 33131

*Proposal Disqualified failed to meet minimum requirements

RECOMMENDATION:

The board approve the Evaluation Committee's award ranking below for RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign.

1. Madden Media
2. The Zimmerman Agency

Authorize staff to process an agreement with top ranked firm, Madden Media, and with the second ranked vendor The Zimmerman Agency, if an agreement with the top ranked vendor fails.

The actual RFP award is subject to the appropriate signature authority identified in the Procurement Code.



Approved
Theodore "TJ" White, Jr., CPPB
Procurement Manager

Jun 30, 2023

Date

Disapproved
Theodore "TJ" White, Jr., CPPB
Procurement Manager

MM

Vendor Complaints or Grievances; Right to Protest

Unless otherwise governed by state or Federal law, this part shall govern the protest and appeal of Procurement decisions by the County. As used in Part A of Article 9 of the Procurement Code, the term "Bidder" includes anyone that submits a response to an invitation to bid or one who makes an offer in response to a solicitation (e.g., ITB, RFP, ITN), and is not limited solely to one that submits a bid in response to an Invitation to Bid (ITB).

- (1) *Notice of Solicitations and Awards.* The County shall provide notice of all solicitations and awards by electronic posting in accordance with the procedures and Florida law.
- (2) *Solicitation Protest.* Any prospective Bidder may file a solicitation protest concerning a solicitation.
 - (a) *Basis of the Solicitation Protest:* The alleged basis for a solicitation protest shall be limited to the following:
 - i. The terms, conditions or specifications of the solicitation are in violation of, or are inconsistent with this Code, Florida Statutes, County procedures and policies, or the terms of the solicitation at issue, including but not limited to the method of evaluating, ranking or awarding of the solicitation, reserving rights of further negotiations, or modifying or amending any resulting contract; or
 - ii. The solicitation instructions are unclear or contradictory.
 - (b) *Timing and Content of the Solicitation Protest:* The solicitation protest must be in writing and must be received by the Procurement Manager, twhite@alachuacounty.us by no later than the solicitation's question submission deadline. Failure to timely file a solicitation protest shall constitute a total and complete waiver of the Bidder's right to protest or appeal any solicitation defects, and shall bar the Bidder from subsequently raising such solicitation defects in any subsequent Award Protest, if any, or any other administrative or legal proceeding. In the event a solicitation protest is timely filed, the protesting party shall be deemed to have waived any and all solicitation defects that were not timely alleged in the protesting party's solicitation protest, and the protesting party shall be forever barred from subsequently raising or appealing said solicitation defects in a subsequent award protest, if any, or any other administrative or legal proceeding. The solicitation protest must include, at a minimum, the following information:
 - i. The name, address, e-mail and telephone number of the protesting party;
 - ii. The solicitation number and title;
 - iii. Information sufficient to establish that the protesting party has legal standing to file the solicitation Protest because:
 1. It has a substantial interest in and is aggrieved in connection with the solicitation; and
 2. That the protesting party is responsive, in accordance with the criteria set forth in the solicitation, unless the basis for the Solicitation Protest alleges that the criteria set forth in the solicitation is defective, in which case the protesting party must demonstrate that it is responsible in accordance with the criteria that the protesting party alleges should be used;
 - iv. A detailed statement of the basis for the protest;
 - v. References to section of the Code, Florida Statutes, County policies or procedure or solicitation term that the protesting party alleges have been violated by the County or that entitles the protesting party to the relief requested;
 - vi. All supporting evidence or documents that substantiate the protesting party's alleged basis for the protest; and
 - vii. The form of the relief requested.
 - (c) *Review and Determination of Protest:* If the Solicitation Protest is not timely, the Procurement Manager shall notify the protesting party that the Solicitation Protest is untimely and, therefore, rejected. The Procurement Manager shall consider all timely Solicitation Protests and may conduct any inquiry that the Procurement Manager deems necessary to make a determination regarding a protest. The Procurement Manager shall issue a written determination granting or denying the protest. The written determination shall contain a concise statement of the basis for the determination.

- (d) *Appeal*: If the protesting party is not satisfied with the Procurement Manager's determination, the protesting party may appeal the determination to the County Manager by filing a written appeal, which sets forth the basis upon which the appeal is based, including all supporting documentation. The scope of the appeal shall be limited to the basis alleged in the Solicitation Protest. The appeal must be filed with the Procurement Manager within five business days of the date on which the Procurement Manager's written determination was sent to the protesting party. Failure to timely file an appeal shall constitute a waiver of the protesting party's rights to an appeal of the Procurement Manager's determination, and the protesting party shall be forever barred from subsequently raising or appealing said Solicitation defects in a subsequent award protest, if any, or any other administrative or legal proceeding. After considering the appeal, the County Manager must determine whether the solicitation should stand, be revised, or be cancelled, and issue a written determination and provide copies of the determination to the protesting party. The determination of the County Manager shall be final and not subject to further appeal under this code.
- (3) *Award Protest*. Any Bidder who is not the intended awardee and who claims to be the rightful awardee may file an award protest. However, an award protest is not valid and shall be rejected for lack of standing if it does not demonstrate that the protesting party would be awarded the Solicitation if its protest is upheld.
- (a) *Basis of the Award Protest*: The alleged basis for an Award Protest shall be limited to the following:
- i. The protesting party was incorrectly deemed non-responsive due to an incorrect assessment of fact or law;
 - ii. The County failed to substantively follow the procedures or requirements specified in the solicitation documents, except for minor irregularities that were waived by the County in accordance with this Code, which resulted in a competitive disadvantage to the protesting party; and
 - iii. The County made a mathematical error in evaluating the responses to the solicitation, resulting in an incorrect score and not *protesting party not being selected for award*.
- (b) *Timing and Content of the Award Protest*: The Award Protest must be in writing and must be received by the Procurement Manager, twhite@alachuacounty.us by no later than 3:00 PM on the third business day after the County's proposed Award decision was posted by the County. Failure to timely file an Award Protest shall constitute a total and complete waiver of the Bidder's right to protest or appeal the County's proposed Award decision in any administrative or legal proceeding. In the event an Award Protest is timely filed, the protesting party shall be deemed to have waived any and all proposed Award defects that were not timely alleged in the protesting party's Award Protest, and the protesting party shall be forever barred from subsequently raising or appealing said Award defects in any administrative or legal proceeding. The Award Protest must include, at a minimum, the following information:
- i. The name, address, e-mail and telephone number of the protesting party;
 - ii. The Solicitation number and title;
 - iii. Information sufficient to establish that the protesting party's response was responsive to the Solicitation;
 - iv. Information sufficient to establish that the protesting party has legal standing to file the Solicitation Protest because:
 1. The protesting party submitted a response to the Solicitation or other basis for establishing legal standing;
 2. The protesting party has a substantial interest in and is aggrieved in connection with the proposed Award decision; and
 3. The protesting party, and not any other bidder, should be awarded the Solicitation if the protesting party's Award Protest is upheld.
 - v. A detailed statement of the basis for the protest;
 - vi. References to section of the Code, Florida Statutes, County policies or procedure or solicitation term that the protesting party alleges have been violated by the County or that entitles the protesting party to the relief requested;

- vii. All supporting evidence or documents that substantiate the protesting party's alleged basis for the protest; and
 - viii. The form of the relief requested.
- (c) *Review and Determination of Protest:* If the Award Protest is not timely, the Procurement Manager shall notify the protesting party that the Award Protests is untimely and, therefore, rejected. The Procurement Manager shall consider all timely Award Protests and may conduct any inquiry that the county Procurement Manager deems necessary to resolve the protest by mutual agreement or to make a determination regarding the protests. The Procurement Manager shall issue a written determination granting or denying each protest. The written determination shall contain a concise statement of the basis for the determination.
- (d) *Appeal:*
 - i. If the protesting party is not satisfied with the Procurement Manager's determination, the protesting party may appeal the determination to the County Manager by filing a written appeal, which sets forth the basis upon which the appeal is based. The scope of the appeal shall be limited to the basis alleged in the award protest. The appeal must be filed with the Procurement Manager within five business days of the date on which the Procurement Manager's written determination was mailed to the protesting party. Failure to timely file an appeal shall constitute a waiver of the protesting party's rights to an appeal of the Procurement Manager's determination, and the protesting party shall be forever barred from subsequently raising or appealing said award defects in any administrative or legal proceeding.
 - ii. After reviewing the appeal, the County Manager will issue a written final determination and provide copies of the determination to the protesting party. Prior to issuing a final determination, the County Manager, in his or her discretion, may direct a hearing officer, or magistrate, to conduct an administrative hearing in connection with the protest and issue findings and recommendations to the County Manager. Prior to a hearing, if held, the Procurement Manager must file with the hearing officer the protest, any background information, and his or her written determination. The protesting party and the County shall equally share the cost of conducting any hearing, including the services of the hearing officer. If applicable, the County Manager may wait to issue a written final determination until after receipt of the findings and recommendations of the hearing officer. The determination of the County Manager shall be final and not subject to further appeal under this code.
- (4) *Burden of Proof:* Unless otherwise provide by Florida law, the burden of proof shall rest with the protesting party.
- (5) *Stay of Procurements during Protests.* In the event of a timely protest, the County shall not proceed further with the solicitation or with the award of the contract until the Procurement Manager, after consultation with the head of the using department, makes a written determination that the award of the solicitation without delay is:
 - (a) Necessary to avoid an immediate and serious danger to the public health, safety, or welfare;
 - (b) Necessary to avoid or substantial reduce significant damage to County property;
 - (c) Necessary to *avoid or substantially reduce interruption of essential County Services; or;*
 - (d) Otherwise in the best interest of the public.

Public Meeting Minutes (Record)

RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign

Date: May 25, 2023

Start Time: 2:31 PM

Location: County Administration Building
12 SE 1st Street
Gainesville FL 32601
Third Floor Conference Room

1. Call Meeting to Order

2. RFP Process Overview for Today's Meeting

- 2.1. Good afternoon, I am Leira Cruz Cáliz with Procurement, and I will be administrating this meeting as the Committee Chair (non-voting member), introduce committee, Jessica Hurov (Leader), Sean Plemons, Elizabeth Reyes, Ryan Evans, Ross Ambrose, Ray Logan.
- 2.2. Thank you, Committee, for taking the time out of your busy schedule to evaluate these proposals. Welcome to the citizens attending this Public Meeting; this meeting is open to the public, and you will have an announced time (3 minutes; no response required) for public comments. Please review the agenda that is on the screen.
- 2.3. The RFP team will be evaluating vendors' proposals, discussing their scores, and approving the Team's Ranking. This Team's final ranking will be submitted to the BoCC for their approval and authorization to negotiate a contract.

3. Recap Public Meeting Process

- 3.1. Introduction, Discussed COI, VOW, Cone of Silence, validated and discussed scores and ranked proposals.
- 3.2. The team chose to have Oral Presentations with the top three ranked on June 9, 2023.
- 3.3. **Correction: During the public meeting May 15, 2023, Admin Scores were not fully submitted by Procurement. These scores, though discussed and presented, were not included in the final scores.**
- 3.4. Previous Scores:

Vendor	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons	Elizabeth Reyes	Total Score (Max Score 200)
702 Pros LLC	24	112	40	136	112	36	76.67
Creative Marketing Plus	51	150	45	125	97	16	80.67
Frankel	54	143	150	169	168	105	131.5
GHD	51	134	65	130	146	91	102.83
Granicus	68	115	94	134	151	134	116
Madden Media	146	158	160	161	170	165	160
Miles Partnership, LLLP	135	115	165	134	165	170	147.33
OnPoint Insights LLC	118	133	79	72	155	123	113.33
Planeteria Media	41	137	96	142	138	143	116.17
procurex.pro	1	30	40	34	9	27	23.5
SGS Technologie	77	126	65	94	75	133	95
The Zimmerman Agency	156	151	160	164	161	164	159.33
Treeline Interactive	71	145	71	105	152	155	116.5

3.5. Previous Motion:

- 3.5.1. Motion to have oral presentations with the top three ranked vendors: Madden Media, The Zimmerman Agency, Miles Partnership: motioned by **Sean Plemons**. Seconded by **Ross Ambrose**.
Vote 6 - 0 in favor.

3.6. Corrected Scores:

Vendor	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons	Elizabeth Reyes	Total Score (Max Score 200)
Madden Media	151	163	165	166	175	170	165
The Zimmerman Agency	161	156	165	169	166	169	164.33
Miles Partnership, LLLP	140	120	170	139	170	175	152.33
Frankel	65	154	161	180	179	116	142.5
Treeline Interactive	76	150	76	110	157	160	121.5
Planeteria Media	46	142	101	147	143	148	121.17
Granicus	72	119	98	138	155	138	120
OnPoint Insights LLC	123	138	84	77	160	128	118.33
GHD	56	139	70	135	151	96	107.83
SGS Technologie	82	131	70	99	80	138	100
Creative Marketing Plus	56	155	50	130	102	21	85.67
702 Pros LLC	29	117	45	141	117	41	81.67
procurex.pro	6	35	45	39	14	32	28.5

3.7. Motion:

- 3.7.1. Motion to have oral presentations with the top three ranked vendors: Madden Media, The Zimmerman Agency, Miles Partnership: motioned by **Elizabeth Reyes**. Seconded by **Ross Ambrose**.
Vote 6 - 0 in favor.

4. Public Comments (3 minutes): Treeline Interactive, Miles Partnership
5. Motion to Approve the Meeting Minutes: **Elizabeth Reyes** moved to approve the Minutes; **Sean Plemons** seconded the motion.
Vote 6 - 0 in favor.
6. Meeting Adjourn at – 2:43 PM

Public Meeting Minutes (Record)

RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign

Date: June 26, 2023

Start Time: 2:30 PM

Location: County Administration Building
12 SE 1st Street
Gainesville FL 32601
Third Floor Conference Room

1. Call Meeting to Order

2. RFP Process Overview for Today's Meeting

- 2.1. Good afternoon, I am Leira Cruz Cáliz with Procurement, and I will be administrating this meeting as the Committee Chair (non-voting member), introduce committee, Jessica Hurov (Leader), Sean Plemons, Elizabeth Reyes, Ryan Evans, Ross Ambrose, Ray Logan.
- 2.2. Thank you, Committee, for taking the time out of your busy schedule to evaluate these proposals. Welcome to the citizens attending this Public Meeting; this meeting is open to the public, and you will have an announced time (3 minutes; no response required) for public comments. Please review the agenda that is on the screen.
- 2.3. The RFP team will be evaluating vendors' proposals, discussing their scores, and approving the Team's Ranking. This Team's final ranking will be submitted to the BoCC for their approval and authorization to negotiate a contract.

3. Recap Public Meeting Process

- 3.1. Introduction, Discussed COI, VOW, Cone of Silence, validated and discussed scores and ranked proposals.
- 3.2. Oral Presentations were held with the top three ranked on June 9, 2023.
- 3.3. Oral Presentations were scored and ranked during a Public Meeting on June 9, 2023.
- 3.4. Correction: During the public meeting June 9, 2023, Total Scores were not correctly calculated in the system, as per Procurement Procedures.

3.5. Previous Scores:

Vendor	Understanding of Project Points Based 50 Points (25%)	Responsiveness to Questions Points Based 40 Points (20%)	Project Team Points Based 50 Points (25%)	Project Manager Points Based 50 Points (25%)	Other Points Based 10 Points (5%)	Total Score (Max Score 200)
Madden Media	47	38.2	46.8	48.8	8.7	189.5
Miles Partnership, LLLP	43.7	37	44.2	46.8	6.3	178
The Zimmerman Agency	38.8	36.2	42.7	48.8	6.7	173.17

3.6. Previous Motion:

Motion to Approve Ranking: **Ross Ambrose** motion to recommend the final rankings be approved and sent to the BOCC for Approval. Then start contract negotiations the with the top ranked firm **Madden Media** and with the second ranked firm **Miles Partnership, LLLP** if negotiations fail with the top ranked vendor, seconded by **Elizabeth Reyes**.

Vote 6 - 0 in favor

3.7. Corrected Scores:

Vendor	Phase 1						Phase 2						Combined Phases						Final Scores
	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons	Elizabeth Reyes	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons	Elizabeth Reyes	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons	Elizabeth Reyes	
Madden Media	151	163	165	166	175	170	187	181	196	177	198	198	338	344	361	343	373	368	298.17
The Zimmerman Agency	161	156	165	169	166	169	155	145	190	167	185	197	316	301	355	336	351	366	284.83
Miles Partnership, LLP	140	120	170	139	170	175	169	155	192	162	194	196	309	275	362	301	364	371	278.83
Frankel	65	154	161	180	179	116	0	0	0	0	0	0							
Treeline Interactive	76	150	76	110	157	160	0	0	0	0	0	0							
Planeteria Media	46	142	101	147	143	148	0	0	0	0	0	0							
Granicus	72	119	98	138	155	138	0	0	0	0	0	0							
OnPoint Insights LLC	123	138	84	77	160	128	0	0	0	0	0	0							
GHD	56	139	70	135	151	96	0	0	0	0	0	0							
SGS Technologie	82	131	70	99	80	138	0	0	0	0	0	0							
Creative Marketing Plus	56	155	50	130	102	21	0	0	0	0	0	0							
702 Pros LLC	29	117	45	141	117	41	0	0	0	0	0	0							
procurex.pro	6	35	45	39	14	32	0	0	0	0	0	0							

3.8. Corrected Motion:

Motion to Approve Ranking: **Elizabeth Reyes** motion to recommend the final rankings be approved and sent to the BOCC for Approval. Then start contract negotiations with the top ranked firm **Madden Media** and with the second ranked firm **The Zimmerman Agency** if negotiations fail with the top ranked vendor, seconded by **Jessica Hurov**.

Vote 6 - 0 in favor

4. Public Comments (3 minutes):

5. Motion to Approve the Meeting Minutes: **Ray Logan** moved to approve the Minutes; **Sean Plemons** seconded the motion.

Vote 6 - 0 in favor.

6. Meeting Adjourn at – 2:44 PM



Alachua County, Florida

Procurement

Theodore "TJ" White, Jr. CPPB, Procurement Manager
County Administration Building, Gainesville, FL 32601
(352) 374-5202

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

RESPONSE DEADLINE: April 26, 2023 at 2:00 pm

Monday, June 26, 2023

SOLICITATION OVERVIEW

Project Title	Visit Gainesville, Alachua County Website Redesign
Project ID	RFP 23-399-LC
Project Type	Request For Proposal
Release Date	April 5, 2023
Due Date	April 26, 2023
Procurement Agent	Leira Cruz Cáliz, CAPM, CPPB
Evaluators	Ross Ambrose, Ryan Evans, Jessica Hurov, Ray Logan, Sean Plemons, Elizabeth Reyes

Project Description	Request For Proposals for Website Design, Hosting, Maintenance and Support for Visit Gainesville, Alachua County Visit Gainesville, Alachua County is seeking the services of a qualified media and marketing company specializing in tourism promotion to implement its goals for a new VisitGainesville.com website in accordance with the Scope of Work described below. ORGANIZATIONAL BACKGROUND AND OVERVIEW Visit Gainesville, Alachua County is a department of the Alachua County Board of County Commissioners and serves as the destination organization for Alachua County which includes 9 municipalities: Gainesville, Alachua, Archer, Hawthorne, High Springs, La Cross, Micanopy, Newberry, and Waldo. Alachua County is known for its green spaces and natural assets; excellence in arts and cultural programming and institutions; distinctive local eateries and craft breweries; music, art and agricultural festivals; opportunities for participatory and spectator sports; multicultural communities; and more, all of which create a significant percentage of year-round visitation to Alachua County. Tourism communications efforts strengthen Alachua County's brand awareness and perception with key publics further establishing Alachua County as top destination for leisure and business travel in the state of Florida.
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INTRODUCTION

Summary

Alachua County Board of County Commissioners (hereinafter, the "County" or "Alachua County") is seeking proposals from qualified individuals or entities (hereinafter, referred to as "Consultant" or the "proposer") for the provision of RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign.

The following apply to this request for proposal: [Instruction to Proposers](#), [Terms and Conditions](#), [Insurance](#), [Scope of Work](#), [Proposal Requirements and Organization](#), [Request for Proposal Selection Procedures](#), [Evaluation Phases](#), [Attachments](#), [Submittals](#) and [Sample Agreement](#).

Request For Proposals for Website Design, Hosting, Maintenance and Support for Visit Gainesville, Alachua County

Visit Gainesville, Alachua County is seeking the services of a qualified media and marketing company specializing in tourism promotion to implement its goals for a new VisitGainesville.com website in accordance with the Scope of Work described below.

ORGANIZATIONAL BACKGROUND AND OVERVIEW

Visit Gainesville, Alachua County is a department of the Alachua County Board of County Commissioners and serves as the destination organization for Alachua County which includes 9 municipalities: Gainesville, Alachua, Archer, Hawthorne, High Springs, La Cross, Micanopy, Newberry, and Waldo.

Alachua County is known for its green spaces and natural assets; excellence in arts and cultural programming and institutions; distinctive local eateries and craft breweries; music, art and agricultural

festivals; opportunities for participatory and spectator sports; multicultural communities; and more, all of which create a significant percentage of year-round visitation to Alachua County. Tourism communications efforts strengthen Alachua County's brand awareness and perception with key publics further establishing Alachua County as top destination for leisure and business travel in the state of Florida.

Background

TOURISM ECONOMIC IMPACTS

Travel and tourism are essential for the health of the Alachua County economy. In addition to being Florida's number one industry, tourism is a pillar of economic growth in Alachua County.

The US Bureau of Labor Statistics reports over 16,000 people are currently employed in the leisure and hospitality sector in Alachua County.

Jobs supported by tourism in Alachua County paid over \$211 million in wages and salaries in 2021.

Visitors spent a record-setting \$155,758,160 on overnight lodging in Alachua County in 2022. This is a 30% increase from the prior best year, which was \$110,560,000 million in 2019 (pre-pandemic), an increase of over \$45 million.

Visitors staying paid accommodations generated \$61,450,100 in state and local tax revenue in 2021, saving each Alachua County household \$603 dollars in taxes.

Visitors staying in paid accommodations spent over \$406 million in Alachua County on lodging, entertainment, dining, shopping, groceries, and transportation in 2021.

In 2022, lodging revenue was a record-breaking \$110 million, with over 2.1 million guests staying overnight in our hotels, motels, and B&B's. Market projections for 2023 show an increase across occupancy, average daily rate and revenue per available room.

ABOUT THE DESTINATION

Alachua County is in North Central Florida. The County has 7 exits along the I-75 corridor. Gainesville and Alachua County offers visitors a community rich in higher education, tech and innovation, excellence in healthcare, abundant natural resources with opportunities for outdoor recreation, culture and Southern hospitality with amenities found in much larger cities.

- The population of Alachua County is approximately 280,000.
- The time zone is Eastern Standard.

Alachua County's seat is Gainesville, the home of the University of Florida. Alachua County is part of the Gainesville Metropolitan Statistical Area. The county is known for its diverse culture, local music, and artisans.

Gainesville is home to the University of Florida, a top 5 public university in U.S. News 2022 rankings. The University of Florida has over 60,000 students with an extensive international enrollment.

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Alachua County is also home to UF Health which encompasses the colleges of Dentistry, Medicine, Nursing, Pharmacy, Public Health and Health Professions and Veterinary Medicine. UF and UF Health attract skilled health professionals and staff from across the country. The dynamic university environment encourages business, career, and community growth and development. The UF Health network of hospitals and physician practices manages more than 3 million inpatient and outpatient visits each year and serves patients from all 67 Florida counties, from around the nation and from more than 40 countries.

Visit Gainesville, Alachua County Assets and Points of Interest

- Alachua County is home to 8 Florida State Parks and is the gateway to Florida's freshwater springs.
- Alachua County is home to 6 breweries, and the DMO recently worked with Bandwango to launch a "Sippin' Seven Alachua County Ale Trail" highlighting the award-winning craft beers.
- The official Alachua County tagline is "Where Nature and Culture Meet"
- The DMO compiles, curates, and disseminates the "What's Good" event guide to 20,000+ email addresses weekly. This marketing piece won the Visit Florida Flagler Award for Best Consumer Communication for 2020. The "What's Good" is a key sub-brand of Visit Gainesville, Alachua County.
- Visit Gainesville, Alachua County recently completed all standards of accreditation through Destinations International. The accreditation application, with extra standards of distinction. is currently under review.
- In recent years, Gainesville and Alachua County have received editorial coverage in Forbes, The Boston Globe, Orlando Magazine, Southern Living, Lonely Planet and more. The destination frequently hosts vetted travel writers and bloggers.
- Utilization of the destination as a hub for film production has increased in recent years, including projects for Netflix, PBS, commercial shoots, and more.
- During 2022, the DMO participated with all 13 cities of the Southeastern Conference (SEC) in supporting sponsorship of the SEC Media Days. New initiatives with the SEC include a SEC incentivized passport through Bandwango.
- Find us also on Facebook, TikTok, Twitter, Instagram, LinkedIn, and YouTube.

GETTING HERE: TOURISM DRIVE TIME ZONES AND GNV

There are 15 million people within a 5-hour drive of the destination, and there are five large markets (with a population of more than 500,000 people each) within a 2.5-hour drive of Alachua County. An additional six large markets are within a 5-hour drive. Other small cities (such as Tallahassee) are also located within these drive-time windows.

MSA's with 500,000+ Population Within a 2.5-hour Drive

- Tampa-St. Petersburg MSA 3,098,274
- Orlando-Kissimmee MSA 2,500,950
- Jacksonville MSA 1,523,615

- Lakeland MSA 667,696

- Daytona Beach MSA 648,188

MSA's with 500,000+ Population Within a 5-hour Drive

- Miami-Ft. Lauderdale MSA 6,076,113

- Atlanta MSA 5,891,925

- Sarasota-Bradenton MSA 800,171

- Charleston MSA 783,132

- Cape Coral-Ft. Myers MSA 719,287

- Palm Bay MSA 586,206

Gainesville Regional Airport (GNV) serves North Central Florida and the Heart of Florida through all facets of aviation: commercial airlines, general aviation, military operations, medical missions, and air cargo. Located in Gainesville, Florida, just minutes away from the University of Florida, GNV provides a close, convenient, and competitively priced “gateway” to the Heart of Florida. The airport normally operates 16 daily departures on American Airlines and Delta with nonstop service to the international hubs of Atlanta, Charlotte, Dallas Fort Worth and Miami, providing access to 343 destinations around the world in one stop. GNV is served by a full-service fixed base operator, University Air Center (UAC). With more than 350 part- and full-time employees and tenants at the airport, GNV has an annual economic impact on North Central Florida of more than \$374 million. In 2019, 558,246 commercial passengers set a record for passenger traffic from GNV. For more information, visit flygainesville.com

OVERVIEW: VISIT GAINESVILLE, ALACHUA COUNTY WHERE NATURE AND CULTURE MEET

Visit Gainesville, Alachua County deploys a comprehensive, multi-pronged approach to increasing tourism through the investment of tourist development tax into county-wide capital infrastructure projects; marketing and advertising strategies deployed to targeted regional and national audiences; grant programs and funding support to arts, nature and culture organizations, attractions and event producers; outreach and sales to conference and meeting planners; support of participatory sporting activities; hosting travel writers, and more, with the goal of increasing tourism, visitor spending, economic development, destination enhancement, and the elevated visibility of Alachua County.

Alachua County has visitors occupying hotel rooms for a variety of reasons, including visitation surrounding the University of Florida and Santa Fe College for move-in, graduation, and football games; leisure trips from drive-in markets for outdoor and nature-based activities including biking, birding, hiking, and the springs; cultural events and festivals; medical stays for patients and their families; visits to family and friends for holidays and private social events; business travel, conferences and meetings; transient travelers off I-75; team travel for youth league sports; construction crews and seasonal agricultural workers; and more.

Results from an Americans for the Arts poll found that in Florida, 82% of adults agree that the arts attract travelers and are good for tourism. \$1.2 million annually is invested into grant programs supporting dozens of local non-profits and tourism generating businesses, including the Nature and

Culture Destination Enhancement Grant Program. In 2019, over 831,000 patrons participated in more than 533 arts, nature and culture programs funded in part through the Nature and Culture Destination Enhancement Grant Program. 25% of the TDT funding awards to Nature and Culture Destination Enhancement organizations is used for direct out-of-county marketing to advertise the venues, events, and activities to tourists through radio, newspaper, billboard, digital, tv and more.

According to Americans for the Arts, in Alachua County, cultural attendees provide nearly \$68 million in event-related spending, above and beyond the cost of admission. Funding awards are based on objective criteria including attendance, budget, and opportunities for visitor engagement.

ASSETS AND STRATEGIC ADVANTAGES: FOCUS AREA: CONSUMER LEISURE

Alachua County features world-class museums, performing arts, and live music, plus an abundance of nature-based recreational opportunities at state parks offering more than 100 miles of trails for biking, birding and hiking, and crystal-blue freshwater springs.

- OUTDOORS AND NATURE Birding, Bike Trails, BlueWays, Freshwater Springs, Fishing, Boating, Paddling, Camping
- CULTURE Live Music Festivals, Theatre, Museums, Galleries, Performance
- DINING & BREWERIES 7 Breweries, 2 Wineries, Unique local eateries, Regional chain restaurants
- LOCATION I-75 corridor 5 hours from Major Metro Areas
- MUNICIPALITIES Small towns with unique charm
- ATHLETICS Spectator (UF Gator football/athletics); Participatory (youth, collegiate, professional)
- UNIVERSITY AFFILIATED Top 5 Public University; Alumni Engagement
- VENUES|FACILITIES The County has recently invested TDT for the purchase and renovation of the Alachua County Agriculture and Equestrian Center and the Alachua County Sports and Events Center at Celebration Pointe.
- Conferences; Meetings; and trade shows provide key business opportunities and are a primary area of focus for Visit Gainesville, Alachua County's sales team.

BRAND PERSONALITY Key messaging components include:

- AUTHENTIC: Diverse, Embracing, Inclusive
- CURATED: Respectful, Conscientious, Organized
- APPROACHABLE: Friendly, Welcoming, Warm
- CHARMING: Unique, Humorous, Unexpected
- INTELLIGENT: Knowledgeable, Trustworthy, Informative

NATURE + ACTIVE OUTDOOR ENTHUSIASTS Alachua County has abundant resources and mild winter weather, making it an ideal destination for year-round outdoor activities, including birding, cycling,

paddling, photography, snorkeling and diving, hiking, equestrian and mountain bike trail riding, fishing, and camping.

BEER LOVERS + FOODIES Alachua County's hundreds of restaurants and a popular food truck scene have been featured on CNN, Food and Wine, Bon Appétit and VegNews Magazine, and Spurrier's Gridiron Grille puts Gainesville on the map with one of the state's largest restaurants. Six breweries, including the award-winning First Magnitude Brewery Company, Swamp Head Brewery, Cypress & Grove, Blackadder, Daft Cow, and High Springs brewing companies offer craft beer enthusiasts opportunities for multi-day tastings and exploration.

MUSIC + ARTS AND CULTURE + CREATIVES Live music and performance is foundational to Gainesville's reputation as home to multiple Rock and Roll Hall of Fame musicians. Our market has rich musical legacy including 8 Hall of Fame Musicians including Tom Petty and the Heartbreakers and Bo Diddley, plus Less Than Jake, Hot Water Music, Sister Hazel and more. Alachua County TDT investment in venues including the Phillips Center, Hippodrome, Legacy Park in Alachua; County TDT investment in FEST, Tom Petty Festival, the BASH at Depot Park, and more.

DRIVE-IN MARKETS + I-75 CORRIDOR TRANSIENT Exits along the I-75 corridor represent ample opportunity for travelers to take advantage of restaurants, hotels, and shopping.

COMPETITORS + SPECTATORS Fans enjoy games at the University of Florida, which offers NCAA and SEC sports including football in Florida's largest stadium "The Swamp", track and field, basketball, baseball, gymnastics, softball, golf, and more. Team and youth travel sports teams compete at multiple facilities across the County, including the newly constructed Alachua County Sports and Events Center at Celebration Pointe.

FAMILIES + RETIREES Active, multi-generational, kid-friendly.

CULTIVATORS Farmers, growers, agritourism, farm-to-table offerings, farmer's markets.

INNOVATORS Tech corridor, entrepreneurs, biotechnology, AI

BUILDERS / DEVELOPERS / ECONOMIC DEVELOPMENT / RECRUTMENT OF TOP TALENT

2. WEBSITE BACKGROUND

Visit Gainesville's current website, VisitGainesville.com, was developed in 2017 and completed in 2018. Upon completion, the maintenance and updates to the site have been performed by department staff.

The website serves 4 main audiences, with intersecting interests, organized as follows:

- Leisure travel for visiting and local audiences, business travelers, resident and visitors seeking events, attractions, lodging, dining, itineraries, and more.
- Industry: travel writers, media outlets, film companies, bloggers, etc.
- Travel planners: Group sales and meetings, conferences, RFP portal, group service request portal.
- Internal users include local industry partners and grant recipients. It is the wish of the DMO to have a B2B "Partner Portal" (name TBD) where grantees, lodging providers, attraction operators, festival organizers, and more can access tourist development council reports, industry reporting, grant and

sponsorship application information, add their events to the calendar, update their listings, and other functions.

Website Metrics for <http://VisitGainesville.com>

JANUARY 1, 2023 - MARCH 1, 2023 (QUARTERLY WEBSITE METRICS):

75,513 users with 152,526 pageviews

Top page views:

Events: 16,563

Sippin' Seven: 16,036

Homepage: 9,212

Free Things to Do: 5,696

Hoggetowne Medieval Faire: 5,393 (seasonal event)

Top Cities by Users:

Gainesville: 10,717

(private) 8,377

Atlanta: 6,795

Orlando: 3,895

Jacksonville: 2,527

Miami: 2,161

Google Ads: Google searches generated 2.26M impressions and 31,800 clicks.

Creation and distribution of custom blog content permits the DMO to tell the stories of the destination via our own storytelling and distribution tactics. This enables content distribution that is media-adjacent, rather than strictly in the realm of editorial or influencer coverage. In today's fluid communications environment, blogs and website content are increasingly important, and can serve as a catalyst for collaboration with external writers, PR professionals, influencers, and content re-distributors. Examples include:

- Medical Related Stays
- The Perfect Weekend Getaway
- Local Favorites Food Blog
- Sweet Treats

- Unique and Fun Vacation Rentals
- Welcome Sports Fans
- Family Friendly Outdoor Activities
- Vegan Dining

FILM LIAISON Visit Gainesville, Alachua County serves as the local film liaison and central source for film production information, providing guidance and support with location scouting, permitting, logistics, sourcing group rates with lodging partners, resources for equipment, industry professionals and vendors. Hundreds of motion pictures, documentaries, television shows and commercials have been filmed in Alachua County. Recent projects include commercials shot for the Olympics, interview locations for 48 Hours, CBS News and The History Channel, numerous movies and videos including All Underdogs Go to Heaven; Unsupersize Me in Cuba: Shaping A Dream; Que Late Official; 24/7 College Football, and a major NETFLIX film shoot which generated significant room nights in early September 2022.

Contact Information

Leira Cruz Cáliz, CAPM, CPPB

Procurement Agent II

Email: lcruzcaliz@alachuacounty.us

Phone: [\(352\) 337-6268](tel:(352)337-6268)

Department:

Visit Gainesville, Alachua County, FL

Timeline

OpenGov Release Project Date	April 5, 2023
Question Submission Deadline	April 16, 2023, 12:00am
Solicitation Submission Deadline	April 26, 2023, 2:00pm

Solicitation Opening – Zoom Meeting	April 26, 2023, 2:00pm Microsoft Teams meeting Join on your computer, mobile app or room device Click here to join the meeting https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTQyYzk5YzMtZDc4ZS00N2IxLTljMWUtMjAwNTQwN2NjNTNi%40thread.v2/0?context=%7b%22Tid%22%3a%2290fc851d-766d-4d7b-a09c-bfbf1d2dac94%22%2c%22Oid%22%3a%22c82ab8e7-6ee1-4cd5-9191-4aa322a1828f%22%7d Meeting ID: 259 625 692 241 Passcode: yX9G3Q Download Teams Join on the web Or call in (audio only) +1 469-998-7938,,366862554# United States, Dallas Phone Conference ID: 366 862 554#
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SOLICITATION STATUS HISTORY

Date	Changed To	Changed By
Mar 15, 2023 10:10 AM	Draft	Leira Cruz Cáliz, CAPM, CPPB
Mar 20, 2023 11:12 AM	Review	Leira Cruz Cáliz, CAPM, CPPB
Apr 4, 2023 8:49 AM	Final	Leira Cruz Cáliz, CAPM, CPPB
Apr 4, 2023 8:49 AM	Post Pending	Leira Cruz Cáliz, CAPM, CPPB
Apr 5, 2023 8:30 AM	Open	OpenGov Bot
Apr 26, 2023 2:00 PM	Pending	OpenGov Bot
May 1, 2023 12:43 PM	Evaluation	Leira Cruz Cáliz, CAPM, CPPB
May 17, 2023 9:34 AM	Pending	Leira Cruz Cáliz, CAPM, CPPB
May 17, 2023 9:34 AM	Evaluation	Leira Cruz Cáliz, CAPM, CPPB
May 17, 2023 9:38 AM	Pending	Leira Cruz Cáliz, CAPM, CPPB
May 17, 2023 9:38 AM	Evaluation	Leira Cruz Cáliz, CAPM, CPPB

PROPOSALS RECEIVED

Status	Vendor	Contact Info	Submission Date
Submitted	Madden Media	Bailey Madden bids@maddenmedia.com	Apr 26, 2023 11:27 AM
Submitted	Miles Partnership, LLP	Lisa Hill lisa.hill@milespartnership.com (941) 342-2348	Apr 26, 2023 1:01 PM
No Bid	Network Craze	Michael Featherstone mfeatherstone@networkcraze.com	Apr 5, 2023 8:32 AM
No Bid	Sanford Acquisitions LLC	Tom Malloy tomt@centralfloridapublishing.com	Apr 5, 2023 10:25 AM
Submitted	The Zimmerman Agency	Curtis Zimmerman curtis@zimmerman.com (850) 668-2222	Apr 26, 2023 1:35 PM
Excluded	702 Pros LLC	Justin Young justin@702pros.com (702) 904-4262	Apr 26, 2023 1:30 PM
Excluded	Creative Marketing Plus	Chandradip Ghosh cghosh@creativemarketingplus.com	Apr 25, 2023 3:44 PM
Excluded	Frankel	Catherine DiVeta cdiveta@frankelagency.com	Apr 26, 2023 1:13 PM
Excluded	GHD	Caitlyn Hoey caitlyn.hoey@ghd.com	Apr 26, 2023 11:27 AM
Excluded	Granicus	Proposal Team rfp@granicus.com	Apr 26, 2023 12:37 PM
Excluded	OnPoint Insights LLC	Rahul Shah info@onpointinsights.us (978) 866-6776	Apr 26, 2023 11:34 AM
Excluded	Planeteria Media	victoria kovatch victoria@planeteria.com	Apr 25, 2023 1:51 PM
Excluded	SGS Technologie	Anand Venkatesan bids@sgstechnologies.net (904) 332-4534 Ext: 347	Apr 26, 2023 10:03 AM
Excluded	Treeline Interactive	Thomas Gabriele thomas.gabriele@treelineinteractive.com	Apr 26, 2023 1:47 PM
Excluded	procurex.pro	porfirio sperandio info@ombuds4it.tech	Apr 25, 2023 12:24 PM
Disqualified	WMT Digital	Michael Callahan michael@wmt.digital	Apr 26, 2023 11:31 AM

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

VENDOR QUESTIONNAIRE PASS/FAIL

Question Title	Madden Media	Miles Partnership, LLLP	Network Craze	Sanford Acquisitions LLC	The Zimmerman Agency
Corporate Resolution Granting Signature	Pass	Pass	No Response	No Response	Pass
Acknowledge that you have reviewed all Addendum(s) issued with this solicitation.	Pass	Pass	No Response	No Response	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	Pass	Pass	No Response	No Response	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	Pass	Pass	No Response	No Response	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	No Response	No Response	No Response	No Response	No Response
Small Business Enterprise Option 1: SBE Proposer	Pass	Pass	No Response	No Response	Pass
Small Business Enterprise Option 2: 30% SBE Proposer Participation	Pass	Pass	No Response	No Response	Pass
Small Business Enterprise Option 3: 15% - 29% SBE Prosper Participation	Pass	Pass	No Response	No Response	Pass
Small Business Enterprise Option 4: No Subcontractors	Pass	Pass	No Response	No Response	Pass
Consultant Small Business Enterprise Good Faith Effort Option 5.	Pass	Pass	No Response	No Response	Pass
Alachua County Government Minimum Wage	Pass	Pass	No Response	No Response	Pass
Alachua County Location Preference	Pass	Pass	No Response	No Response	Pass
Drug Free Workplace	Pass	Pass	No Response	No Response	Pass
State Compliance	Pass	Pass	No Response	No Response	Pass
Vendor Eligibility	Pass	Pass	No Response	No Response	Pass

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Question Title	Madden Media	Miles Partnership, LLLP	Network Craze	Sanford Acquisitions LLC	The Zimmerman Agency
NON-SBE Subcontractors	Pass	Pass	No Response	No Response	Pass
Responsible Agent Designation	Pass	Pass	No Response	No Response	Pass
Conflict of Interest	Pass	Pass	No Response	No Response	Pass
Request for Proposal Submittal Documentation	Pass	Pass	No Response	No Response	Pass
You have reviewed and completed all the required submittal requirements..	Pass	Pass	No Response	No Response	Pass
Question Title	702 Pros LLC (Excluded)	Creative Marketing Plus (Excluded)	Frankel (Excluded)	GHD (Excluded)	Granicus (Excluded)
Corporate Resolution Granting Signature	Pass	Pass	Pass	Pass	Pass
Acknowledge that you have reviewed all Addendum(s) issued with this solicitation.	Pass	Pass	Pass	Pass	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	Pass	Pass	Pass	Pass	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	Pass	Pass	Pass	Pass	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	No Response	No Response	No Response	No Response	No Response
Small Business Enterprise Option 1: SBE Proposer	Pass	Fail	Pass	Pass	Pass
Small Business Enterprise Option 2: 30% SBE Proposer Participation	Fail	Fail	Pass	Pass	Pass
Small Business Enterprise Option 3: 15% - 29% SBE Prosper Participation	Pass	Fail	Pass	Pass	Pass
Small Business Enterprise Option 4: No Subcontractors	Pass	Pass	Pass	Pass	Pass

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Question Title	Madden Media	Miles Partnership, LLLP	Network Craze	Sanford Acquisitions LLC	The Zimmerman Agency
Consultant Small Business Enterprise Good Faith Effort Option 5.	Pass	Fail	Pass	Pass	Pass
Alachua County Government Minimum Wage	Pass	Pass	Pass	Pass	Pass
Alachua County Location Preference	Pass	Fail	Pass	Fail	Pass
Drug Free Workplace	Pass	Pass	Pass	Pass	Pass
State Compliance	Fail	Fail	Pass	Pass	Pass
Vendor Eligibility	Pass	Pass	Pass	Pass	Pass
NON-SBE Subcontractors	Pass	Pass	Pass	Pass	Pass
Responsible Agent Designation	Pass	Pass	Pass	Pass	Pass
Conflict of Interest	Pass	Pass	Pass	Pass	Pass
Request for Proposal Submittal Documentation	Pass	Pass	Pass	Pass	Pass
You have reviewed and completed all the required submittal requirements..	Pass	Pass	Pass	Pass	Pass
Question Title	OnPoint Insights LLC (Excluded)	Planeteria Media (Excluded)	SGS Technologie (Excluded)	Treeline Interactive (Excluded)	procurex.pro (Excluded)
Corporate Resolution Granting Signature	Pass	Pass	Pass	Pass	Pass
Acknowledge that you have reviewed all Addendum(s) issued with this solicitation.	Pass	Pass	Pass	Pass	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	Fail	Pass	Pass	Pass	Pass
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	Pass	Pass	Pass	Pass	Fail
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request	No Response	No Response	No Response	Pass	No Response
Small Business Enterprise Option 1: SBE Proposer	Fail	Pass	Pass	Pass	Pass

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Question Title	Madden Media	Miles Partnership, LLLP	Network Craze	Sanford Acquisitions LLC	The Zimmerman Agency
Small Business Enterprise Option 2: 30% SBE Proposer Participation	Pass	Fail	Pass	Pass	Pass
Small Business Enterprise Option 3: 15% - 29% SBE Prosper Participation	Pass	Pass	Pass	Pass	Pass
Small Business Enterprise Option 4: No Subcontractors	Pass	Pass	Pass	Fail	Pass
Consultant Small Business Enterprise Good Faith Effort Option 5.	Pass	Pass	Pass	Fail	Pass
Alachua County Government Minimum Wage	Pass	Pass	Pass	Pass	Pass
Alachua County Location Preference	Fail	Pass	Pass	Pass	Pass
Drug Free Workplace	Pass	Pass	Pass	Pass	Pass
State Compliance	Pass	Pass	Pass	Pass	Fail
Vendor Eligibility	Pass	Pass	Pass	Pass	Pass
NON-SBE Subcontractors	Pass	Pass	Pass	Pass	Pass
Responsible Agent Designation	Pass	Pass	Pass	Pass	Pass
Conflict of Interest	Pass	Pass	Pass	Pass	Pass
Request for Proposal Submittal Documentation	Pass	Pass	Pass	Pass	Pass
You have reviewed and completed all the required submittal requirements..	Pass	Pass	Pass	Pass	Pass
Question Title			WMT Digital (Disqualified)		
Corporate Resolution Granting Signature			Pass		
Acknowledge that you have reviewed all Addendum(s) issued with this solicitation.			Pass		
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request			Pass		
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request			Pass		
Public Record Trade Secret or Proprietary Confidential Business Information Exemption Request			No Response		

Question Title	Madden Media	Miles Partnership, LLP	Network Craze	Sanford Acquisitions LLC	The Zimmerman Agency
Small Business Enterprise Option 1: SBE Proposer				Pass	
Small Business Enterprise Option 2: 30% SBE Proposer Participation				Pass	
Small Business Enterprise Option 3: 15% - 29% SBE Prosper Participation				Pass	
Small Business Enterprise Option 4: No Subcontractors				Pass	
Consultant Small Business Enterprise Good Faith Effort Option 5.				Pass	
Alachua County Government Minimum Wage				Fail	
Alachua County Location Preference				Pass	
Drug Free Workplace				Pass	
State Compliance				Pass	
Vendor Eligibility				Pass	
NON-SBE Subcontractors				Pass	
Responsible Agent Designation				Pass	
Conflict of Interest				Pass	
Request for Proposal Submittal Documentation				Pass	
You have reviewed and completed all the required submittal requirements..				Pass	

QUESTIONS AND ANSWERS

Approved, Unanswered Questions

Approved, Answers Provided

1. Budgeted Amount

Apr 5, 2023 2:31 PM

Question: I didn't notice a budgeted amount on your end, Is there a range you'd like to keep it in?

Apr 5, 2023 2:31 PM

Answered by Leira Cruz Cáliz, CAPM, CPPB: Budgeted amount advertised is \$200,000

Apr 5, 2023 2:32 PM

2. Currently work with an agency

Apr 12, 2023 4:44 PM

Question: Do you currently work with an agency for the services outlined in this RFP or have you in the past? - If so, who is it and were you satisfied with their performance? - If so, do they have the opportunity to respond to this RFP?

Apr 12, 2023 4:44 PM

Answered by Leira Cruz Cáliz, CAPM, CPPB: We do not currently work with an agency for the services outlined in the RFP. Rhyme and Reason Design was the vendor who designed and built the current website. They were sent an invite for this RFP.

Apr 14, 2023 1:07 PM

3. Question 3

Apr 14, 2023 12:54 PM

Question: Are there any specific formatting requirements (i.e. vertical or horizontal orientation, page/font size limits, etc.)?

Apr 14, 2023 12:54 PM

Answered by Leira Cruz Cáliz, CAPM, CPPB: No, there are no specific formatting requirements for the proposal.

Apr 14, 2023 1:08 PM

4. Question 2

Apr 14, 2023 12:53 PM

Question: Can we upload an appendix separate from the submission with more detailed team resumes?

Apr 14, 2023 12:53 PM

Answered by Leira Cruz Cáliz, CAPM, CPPB: As long as it is all in the same file, yes you may add an appendix to your proposal.

Apr 14, 2023 1:10 PM

5. Question 1

Apr 14, 2023 12:53 PM

Question: The solicitation asks for resumes of managers and key staff in both section 3 and 4, would the County like these resumes in both sections? Is a company organizational chart sufficient for section 3? If not, please confirm what you prefer in each section.

Apr 14, 2023 12:53 PM

Answered by Leira Cruz Cáliz, CAPM, CPPB: As long as you can provide all the information required for section 3, you may present it however it is convenient for you. As for the resumes, as long as they are provided at least once, you may add them to either one of the sections.

Apr 14, 2023 1:32 PM

6. Question 4

Apr 14, 2023 2:07 PM

Question: What single thing is most important to you when selecting an agency partner for this project?

Apr 14, 2023 2:07 PM

Answered by Jessica Hurov: The highest level of professionalism, knowledge, creativity and expertise in developing both the aesthetic and technology of the new website.

Apr 17, 2023 9:46 AM

7. Visit Gainesville Alachua County Website Redesign

Apr 14, 2023 4:57 PM

Question: Under the “Vendor Support and Retainer Services” (Section 5.5), how long should these services cover for post launch? Twelve months?

Apr 14, 2023 4:57 PM

Answered by Leira Cruz Cáliz, CAPM, CPPB: The term of the contract

Apr 17, 2023 9:46 AM

8. Visit Gainesville Alachua County Website Redesign

Apr 14, 2023 4:58 PM

Question: You mention providing three unique designs for committee review. Does this mean providing three homepage designs, then upon choosing one, that design would be the basis for all other page designs? Or, can you provide more specifics on what the three design options should entail.

Apr 14, 2023 4:58 PM

Answered by Jessica Hurov: Three example designs are requested to demonstrate the applicant’s proposed ideas for the creative direction and concepts for the VisitGainesville.com website. The applicant can determine the extent to which they would like to provide example designs. Any final determination of design concepts and specifications will be determined once the vendor is selected and will not necessarily be based on any specific design that is presented with the RFP submittals.

Apr 17, 2023 9:46 AM

9. Visit Gainesville Alachua County Website Redesign

Apr 14, 2023 4:58 PM

Question: Do you have any third-party integrations on the current website that you would like to migrate to the updated site?

Apr 14, 2023 4:58 PM

Answered by Jessica Hurov: Apart from Google Tag Manager there are no third-party integrations that need to be migrated.

Apr 18, 2023 11:05 AM

10. Visit Gainesville Alachua County Website Redesign

Apr 14, 2023 4:58 PM

Question: You mention Constant Contact as your email provider; do you intend to remain on that platform during the update?

Apr 14, 2023 4:58 PM

Answered by Jessica Hurov: Visit Gainesville, Alachua County is fully integrated with the Constant Contact email platform; however we are open to new ideas and especially for solutions to integrate the What's Good guide to weekly events which is currently being created in both HTML (WordPress) and Constant Contact. Solutions that could provide a seamless integration of website and email services will be of interest to the department.

Apr 17, 2023 11:27 AM

11. Visit Gainesville Alachua County Website Redesign

Apr 14, 2023 4:59 PM

Question: In section 1.2 you mention a B2B partner portal. Do you currently work with a CRM, and if so, would you like to integrate it into this portal?

Apr 14, 2023 4:59 PM

Answered by Jessica Hurov: Not at this time.

Apr 17, 2023 11:28 AM

12. Visit Gainesville Alachua County Website Redesign

Apr 14, 2023 4:59 PM

Question: Page 28 of 60: "Evidence of tracking analytics, including an audit log of user activity and monitoring on the backend of the website, which will be provided on a monthly basis;" ...By this are you referring to Google Analytics for user behavior or monthly reporting of who did what in the backend of the website?

Apr 14, 2023 4:59 PM

Answered by Jessica Hurov: Google analytics or a like product.

Apr 18, 2023 11:05 AM

13. About CMS

Apr 13, 2023 6:55 AM

Question: What are the challenges with your current CMS? Do you wish to stay or move away from using WordPress? Any CMS preference?

Apr 13, 2023 6:55 AM

Answered by Leira Cruz Cáliz, CAPM, CPPB: At this moment we do not have any challenges with our current page. We do not have a CMS preference, but we are open to other CMS as well.

Apr 18, 2023 2:52 PM

ADDENDA & NOTICES

ADDENDA ISSUED:

No Addenda issued.

NOTICES ISSUED:

Notice #1

Apr 26, 2023 2:26 PM

Please see the attached document.

Notice #2

May 4, 2023 7:35 PM

Alachua County Procurement announces a public meeting to which all persons are invited to attend an Evaluation Committee Meeting on Monday, May 15, 2023, at 2:00 PM, to evaluate and make final recommendations of the proposals for competitive solicitation for RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign. The final recommendations will be sent to the Board of County Commissioners.

Topic: Public Notice of Evaluation Committee Meeting for RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign

Time: Monday, May 15, 2023 02:00 PM Eastern Time (US and Canada)

EXECUTIVE SUMMARY
RFP No. RFP 23-399-LC
Visit Gainesville, Alachua County Website Redesign

Location: Alachua County Administration Building Third Floor Conference Room 12 SE 1st Street,
Gainesville, FL 32601

Join Zoom Meeting

<https://alachuacounty-us.zoom.us/j/84201734128?pwd=RXloSWQzV3FnYzF5UUw4VlJTbjEOUT09>

Meeting ID: 842 0173 4128

Passcode: 890146

One tap mobile

+13052241968,,84201734128# US

+13126266799,,84201734128# US (Chicago)

These meetings are subject to change and/or cancellation. If you have any questions regarding these meetings, please call 352.384.3090. All persons are advised that, if they decide to contest any decision made at any of these meetings, they will need a record of the proceedings and, for such purpose, they may need to ensure that verbatim record of the proceedings is made which record includes the testimony and evidence upon which the appeal is to be based. If any accommodations are needed for persons with disabilities, please contact the County's Equal Opportunity Office at (352)374-5275 or (TTD) (352)-374-5284.

Notice #3

May 17, 2023 2:26 PM

Alachua County Procurement announces a public meeting to which all persons are invited to attend an Evaluation Committee Meeting on Thursday May 25, 2023, at 2:30 PM, to evaluate and make final recommendations of the proposals for competitive solicitation for RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign. The final recommendations will be sent to the Board of County Commissioners.

Topic: Public Notice of Evaluation Committee Meeting for RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign

Time: Thursday May 25, 2023, at 2:30 PM

Location: Alachua County Administration Building
Third Floor Conference Room
12 SE 1st Street, Gainesville, FL 32601

Join Zoom Meeting

<https://alachuacounty-us.zoom.us/j/84201734128?pwd=RXloSWQzV3FnYzF5UUw4VlJTbjEOUT09>

Meeting ID: 842 0173 4128

Passcode: 890146

One tap mobile

+13052241968,,84201734128# US

+13126266799,,84201734128# US (Chicago)

These meetings are subject to change and/or cancellation. If you have any questions regarding these meetings, please call 352.384.3090. All persons are advised that, if they decide to contest any decision made at any of these meetings, they will need a record of the proceedings and, for such purpose, they may need to ensure that verbatim record of the proceedings is made which record includes the testimony and evidence upon which the appeal is to be based. If any accommodations are needed for persons with disabilities, please contact the County's Equal Opportunity Office at (352)374-5275 or (TTD) (352)-374-5284.

Notice #4

Jun 6, 2023 7:32 AM

Alachua County Procurement announces a public meeting to which all persons are invited to attend an Evaluation Committee Meeting on Friday, June 9, 2023, at 2:30 PM, to evaluate oral presentations and make final recommendations of the proposals for competitive solicitation for RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign. The final recommendations will be sent to the Board of County Commissioners.

Topic: Public Notice of Evaluation Committee Meeting for Oral Presentations RFP 23-399-LC Visit Gainesville, Alachua County Website Redesign

Time: Friday, June 9, 2023, 02:30 PM Eastern Time (US and Canada)

Location: Alachua County Administration Building
Third Floor Conference Room
12 SE 1st Street, Gainesville, FL 32601

Join Zoom Meeting

<https://alachuacounty-us.zoom.us/j/87347044563?pwd=cWtvLzZzMIJORTlwQytWSIRDZ1ZQUT09>

Meeting ID: 873 4704 4563

Passcode: 551819

One tap

EVALUATION

PHASE 2

EVALUATORS

Name	Title	Agreement Accepted On
Ross Ambrose	Vice Mayor	May 7, 2023 9:17 PM
Ryan Evans	Applications Manager	May 10, 2023 9:42 AM
Jessica Hurov	Tourism Manager	May 8, 2023 9:47 AM
Ray Logan	General Manager	May 1, 2023 2:26 PM
Sean Plemons	Content	May 2, 2023 10:13 AM
Elizabeth Reyes	Sales and Marketing Manager	May 11, 2023 9:55 PM

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Understanding of Project	Points Based	50 (25% of Total)

Description:

- A. Did the presentation indicate a thorough understanding of the project? Is the appropriate emphasis placed on the various work tasks?
- B. Was the presentation more specific to the County's project or a "generic" presentation?
- C. Did the firm develop a workable approach to the project?

Criteria	Scoring Method	Weight (Points)
Responsiveness to Questions	Points Based	40 (20% of Total)

Description:

- A. Were questions answered directly or evasively?
- B. Were answers to questions clear and concise or scrambled and verbose?

Criteria	Scoring Method	Weight (Points)
Project Team	Points Based	50 (25% of Total)

Description:

- A. Did the project team participate?
- B. Was project team plan of action presented and how specifically did it address the project?
- C. Was there participation from any subcontracted firms? What was the impact of their participation?

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Criteria	Scoring Method	Weight (Points)
Project Manager	Points Based	50 (25% of Total)

Description:

- A. Does the project manager have experience with responsibility for projects of comparable size and scope? Did he/she have a good understanding of this project?
- B. Did the project manager participate in the presentation? How effectively did he/she communicate ideas and respond to questions?

Criteria	Scoring Method	Weight (Points)
Other	Points Based	10 (5% of Total)

Description:

- A. Award additional points for unique experience or abilities; organization of approach; understanding of "why it is to be done", as well as, "what is to be done," etc. Do not award points for excessive boilerplate, excessive participation by "business development", and use of "professional" presenters.
- B. The Other Factors to be considered, but not limited to, are those items, such as Small Business Enterprise status, past performance, and previous amount of work for Alachua County. Fee proposals, when requested and deemed appropriate, are also to be considered in the evaluation process, where the request for such fees is in accordance with the County's Procurement Code.

AGGREGATE SCORES SUMMARY

Vendor	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons
Madden Media	187	181	196	177	198
Miles Partnership, LLP	169	155	192	162	194
The Zimmerman Agency	155	145	190	167	185
702 Pros LLC Excluded	0	0	0	0	0
Creative Marketing Plus Excluded	0	0	0	0	0
Frankel Excluded	0	0	0	0	0
GHD Excluded	0	0	0	0	0
Granicus Excluded	0	0	0	0	0
OnPoint Insights LLC Excluded	0	0	0	0	0

EXECUTIVE SUMMARY
RFP No. RFP 23-399-LC
Visit Gainesville, Alachua County Website Redesign

Vendor	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons
Planeteria Media Excluded	0	0	0	0	0
procurex.pro Excluded	0	0	0	0	0
SGS Technologie Excluded	0	0	0	0	0
Treeline Interactive Excluded	0	0	0	0	0
Vendor	Elizabeth Reyes		Total Score (Max Score 200)		
Madden Media	198		189.5		
Miles Partnership, LLLP	196		178		
The Zimmerman Agency	197		173.17		
702 Pros LLC Excluded	0		0		
Creative Marketing Plus Excluded	0		0		
Frankel Excluded	0		0		
GHD Excluded	0		0		
Granicus Excluded	0		0		
OnPoint Insights LLC Excluded	0		0		
Planeteria Media Excluded	0		0		
procurex.pro Excluded	0		0		
SGS Technologie Excluded	0		0		
Treeline Interactive Excluded	0		0		

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Understanding of Project Points Based 50 Points (25%)	Responsiveness to Questions Points Based 40 Points (20%)	Project Team Points Based 50 Points (25%)	Project Manager Points Based 50 Points (25%)	Other Points Based 10 Points (5%)
Madden Media	47	38.2	46.8	48.8	8.7
Miles Partnership, LLLP	43.7	37	44.2	46.8	6.3

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Vendor	Understanding of Project Points Based 50 Points (25%)	Responsiveness to Questions Points Based 40 Points (20%)	Project Team Points Based 50 Points (25%)	Project Manager Points Based 50 Points (25%)	Other Points Based 10 Points (5%)
The Zimmerman Agency	38.8	36.2	42.7	48.8	6.7
702 Pros LLC Excluded	0	0	0	0	0
Creative Marketing Plus Excluded	0	0	0	0	0
Frankel Excluded	0	0	0	0	0
GHD Excluded	0	0	0	0	0
Granicus Excluded	0	0	0	0	0
OnPoint Insights LLC Excluded	0	0	0	0	0
Planeteria Media Excluded	0	0	0	0	0
procurex.pro Excluded	0	0	0	0	0
SGS Technologie Excluded	0	0	0	0	0
Treeline Interactive Excluded	0	0	0	0	0
Vendor			Total Score (Max Score 200)		
Madden Media			189.5		
Miles Partnership, LLLP			178		
The Zimmerman Agency			173.17		
702 Pros LLC Excluded			0		
Creative Marketing Plus Excluded			0		
Frankel Excluded			0		
GHD Excluded			0		
Granicus Excluded			0		
OnPoint Insights LLC Excluded			0		

Vendor	Understanding of Project Points Based 50 Points (25%)	Responsiveness to Questions Points Based 40 Points (20%)	Project Team Points Based 50 Points (25%)	Project Manager Points Based 50 Points (25%)	Other Points Based 10 Points (5%)
Planeteria Media	Excluded			0	
procurex.pro	Excluded			0	
SGS Technologie	Excluded			0	
Treeline Interactive	Excluded			0	

INDIVIDUAL PROPOSAL SCORES

Madden Media

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 48

Ryan Evans: 45

Jessica Hurov: 50

Ray Logan: 41

Sean Plemons: 48

technology and post-launch. WG syndication platform. creative concepts. post-launch. 6-month timeline. approach to accessibility

Elizabeth Reyes: 50

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 38

Ryan Evans: 38

Jessica Hurov: 40

Ray Logan: 33

Sean Plemons: 40

what else to share? focus on timeline dynamic search and ai? chatbot in beta serving website info. content audit and creation process and staff training.

Elizabeth Reyes: 40

Project Team | Points Based | 50 Points (25%)

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ross Ambrose: 48

Ryan Evans: 40

Jessica Hurov: 48

Ray Logan: 47

Sean Plemons: 50

why. wordpress approach with team. technology innovation, from content to analysis. WG and newsletter solution addressed.

Elizabeth Reyes: 48

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 45

Ryan Evans: 50

Jessica Hurov: 50

Ray Logan: 48

Sean Plemons: 50

award-winning travel sites. 6-month timeline and chart. development and post-launch. explained timeline and content process.

Elizabeth Reyes: 50

Other | Points Based | 10 Points (5%)

Ross Ambrose: 8

Ryan Evans: 8

Jessica Hurov: 8

Ray Logan: 8

Sean Plemons: 10

Technology innovation. WG solution. creative concepts. extra add-on service schedule.

Elizabeth Reyes: 10

Miles Partnership, LLLP

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 45

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 40

Jessica Hurov: 46

Ray Logan: 38

Sean Plemons: 45

Travel and Florida focused. Development and ongoing evolution. Research to amplify content. focus on content and ongoing development including accessibility with Siteimprove and testing.. Concept website designs presented. Presentation over time.

Elizabeth Reyes: 48

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 35

Ryan Evans: 30

Jessica Hurov: 40

Ray Logan: 37

Sean Plemons: 40

Whats Good / email newsletter and calendar.- workflow should work to make the process simple. AI. Timeline. Post launch

Elizabeth Reyes: 40

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 40

Ryan Evans: 35

Upper leadership participated. Team was mentioned but were not directly on the phone.

Jessica Hurov: 50

Ray Logan: 42

Sean Plemons: 50

content, personalized experience, ongoing evolution. SEO strategies, content audit. personalized content. open source technology. post-launch collaboration process.

Elizabeth Reyes: 48

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 44

Ryan Evans: 45

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Jessica Hurov: 50

Ray Logan: 42

Sean Plemons: 50

Elizabeth Reyes: 50

Other | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 6

Ray Logan: 3

Sean Plemons: 9

Florida and travel, award-winning team w/ industry experience.

Elizabeth Reyes: 10

The Zimmerman Agency

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 30

Ryan Evans: 35

Jessica Hurov: 44

Ray Logan: 38

Sean Plemons: 38

travel and hospitality. revenue driven. seo driven. ada compliance. hosting with wp engine. specific gainesville content. WG solution

Elizabeth Reyes: 48

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 35

Ryan Evans: 30

Jessica Hurov: 40

Ray Logan: 33

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Sean Plemons: 40

templated or similar designs are heatmap and customer driven. newsletter and repurposing content, find the automated tool for website-first publishing, then export to constant contact. AI used as chatbots for searches. best time to launch. customization in wordpress and workflow. content studio utilization.

Elizabeth Reyes: 39

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 40

Ryan Evans: 25

Jessica Hurov: 50

Ray Logan: 41

Sean Plemons: 50

digital, wordpress, seo.

Elizabeth Reyes: 50

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 45

Ryan Evans: 50

Jessica Hurov: 50

Ray Logan: 48

Sean Plemons: 50

polk county and leon county. development process. 6-month timeline gannt chart.

Elizabeth Reyes: 50

Other | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 6

Ray Logan: 7

Sean Plemons: 7

pinehurst golf resort example. in-house content team.

Elizabeth Reyes: 10

702 Pros LLC
(Excluded)

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

**Creative Marketing Plus
(Excluded)**

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Frankel
(Excluded)

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

GHD
(Excluded)

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

**Granicus
(Excluded)**

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

OnPoint Insights LLC
(Excluded)

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

**Planeteria Media
(Excluded)**

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

procurex.pro
(Excluded)

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

SGS Technologie (Excluded)

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

**Treeline Interactive
(Excluded)**

Understanding of Project | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Responsiveness to Questions | Points Based | 40 Points (20%)

Ross Ambrose: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Team | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Project Manager | Points Based | 50 Points (25%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Other | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

PHASE 1

EVALUATORS

Name	Title	Agreement Accepted On
Ross Ambrose	Vice Mayor	May 7, 2023 9:17 PM
Ryan Evans	Applications Manager	May 10, 2023 9:42 AM
Jessica Hurov	Tourism Manager	May 8, 2023 9:47 AM
Ray Logan	General Manager	May 1, 2023 2:26 PM
Sean Plemons	Content	May 2, 2023 10:13 AM
Elizabeth Reyes	Sales and Marketing Manager	May 11, 2023 9:55 PM

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Ability of Professional Personnel	Points Based	50 (25% of Total)

Description:

- A. Resumes of the key staff support the firm's Competency in doing this type of work? Key staff includes the Project Manager, and other project team professionals.
- B. Has the firm done this type of work in the past?
- C. Is any of this work to be subcontracted? If so, what are the abilities of the firm(s) to be subcontracted?
- D. Based on questions above, award points as follows:
 1. 21-30 points - Exceptional Experience
 2. 11-20 points - Average Experience
 3. 0-10 points - Minimal Experience
- E. Has the company or key staff recently done this type of work for the County, the State, or for local government in the past?
 1. If the work was acceptable, award up to ten (10) points.
 2. If the firm has not done this type of work, award zero (0) points.
 3. If the work was unacceptable, deduct up to ten (10) points and note why.
- F. Are there factors, such as unique abilities, which would make a noticeable (positive) impact on the project?
 1. If the answer is yes, award from one (1) to ten (10) points and note reasons.
 2. If the answer is no, award zero (0) points.

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Criteria	Scoring Method	Weight (Points)
Capability to Meet Time and Budget Requirements	Points Based	20 (10% of Total)

Description:

- A. Does the level of key staffing and their percentage of involvement, the use of subcontractors (if any), office location, and/or information contained in the transmittal letter indicate that the firm will, or will not, meet time and budget requirements?
- B. To your knowledge, has the firm met or had trouble meeting time and budget requirements on similar projects?
- C. Have proof of insurability and other measures of financial stability been provided?
- D. Are time schedules reasonable?
- E. Current Workload.
- F. This factor is designed to determine how busy a firm is by comparing all Florida work against Florida personnel.
 1. If the work was acceptable, award up to ten (20) points.
 2. If the firm has not done this type of work, award zero (0) points.
 3. **If the work was unacceptable, deduct up to ten (10) points and note why.**

Criteria	Scoring Method	Weight (Points)
Location	Points Based	10 (5% of Total)

Description:

Points Provided by Procurement.

Criteria	Scoring Method	Weight (Points)
Small Business Enterprise Participation (SBE)	Points Based	15 (7.5% of Total)

Description:

Points Provided by Procurement.

Criteria	Scoring Method	Weight (Points)
Volume of Previous Work (VOW) awarded by the County	Points Based	5 (2.5% of Total)

Description:

Points Provided by Procurement.

Criteria	Scoring Method	Weight (Points)
Understanding of Project	Points Based	25 (12.5% of Total)

Description:

- A. Did the proposal indicate a thorough understanding of the project?
- B. Is the appropriate emphasis placed on the various work tasks?
 - 1. If the work was acceptable, award up to ten (20) points.
 - 2. If the firm has not done this type of work, award zero (0) points.
 - 3. **If the work was unacceptable, deduct up to ten (10) points and note why.**

Criteria	Scoring Method	Weight (Points)
Project Approach	Points Based	25 (12.5% of Total)

Description:

- A. Did the firm develop a workable approach to the project?
- B. Does the proposal specifically address the County's needs or is it "generic" in content?

Criteria	Scoring Method	Weight (Points)
Project Manager	Points Based	10 (5% of Total)

Description:

- A. Does the project manager have experience with projects comparable in size and scope?
- B. Does the Project Manager have a stable job history? Have they been with the firm long, or have there been frequent job changes?

Criteria	Scoring Method	Weight (Points)
Project Team	Points Based	20 (10% of Total)

Description:

- A. Was a project team identified?
- B. Is the team makeup appropriate for the project?
- C. Do the team members have experience with comparable projects?
- D. Are there any sub contracted firms involved? Will this enhance the project team?
- E. Are the hours assigned to the various team members for each task appropriate?

Criteria	Scoring Method	Weight (Points)
Project Schedule	Points Based	10 (5% of Total)

Description:

- A. Is the proposed schedule reasonable based on quantity of personnel assigned to the project?
- B. Are individual tasks staged properly and in proper sequence?

Criteria	Scoring Method	Weight (Points)
Proposal Organization	Points Based	10 (5% of Total)

Description:

- A. Was proposal organization per the RFP?
- B. Was all required paperwork submitted and completed appropriately?
- C. Did the proposal contain an excessive amount of generic boilerplate, resumes, pages per resume, photographs, etc.?

AGGREGATE SCORES SUMMARY

Vendor	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons
Madden Media	151	163	165	166	175
The Zimmerman Agency	161	156	165	169	166
Miles Partnership, LLLP	140	120	170	139	170
Frankel	65	154	161	180	179
Treeline Interactive	76	150	76	110	157
Planeteria Media	46	142	101	147	143
Granicus	72	119	98	138	155
OnPoint Insights LLC	123	138	84	77	160
GHD	56	139	70	135	151
SGS Technologie	82	131	70	99	80
Creative Marketing Plus	56	155	50	130	102
702 Pros LLC	29	117	45	141	117
procurex.pro	6	35	45	39	14
Vendor	Elizabeth Reyes		Total Score (Max Score 200)		
Madden Media	170		165		

EXECUTIVE SUMMARY

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Visit Gainesville, Alachua County Website Redesign

Vendor	Ross Ambrose	Ryan Evans	Jessica Hurov	Ray Logan	Sean Plemons
The Zimmerman Agency		169		164.33	
Miles Partnership, LLLP		175		152.33	
Frankel		116		142.5	
Treeline Interactive		160		121.5	
Planeteria Media		148		121.17	
Granicus		138		120	
OnPoint Insights LLC		128		118.33	
GHD		96		107.83	
SGS Technologie		138		100	
Creative Marketing Plus		21		85.67	
702 Pros LLC		41		81.67	
procurex.pro		32		28.5	

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Ability of Professional Personnel Points Based 50 Points (25%)	Capability to Meet Time and Budget Requirements Points Based 20 Points (10%)	Location Points Based 10 Points (5%)	Small Business Enterprise Participation (SBE) Points Based 15 Points (7.5%)	Volume of Previous Work (VOW) awarded by the County Points Based 5 Points (2.5%)
Madden Media	47.7	20	0	0	5
The Zimmerman Agency	48.5	18.8	0	0	5
Miles Partnership, LLLP	46.8	13.3	0	0	5
Frankel	35.2	17.2	10	0	1
Treeline Interactive	29.3	15	0	0	5
Planeteria Media	32.2	14.2	0	0	5
Granicus	35	14.3	0	0	4
OnPoint Insights LLC	29.8	14.3	0	0	5
GHD	24.7	16.5	0	0	5
SGS Technologie	25.5	14.2	0	0	5
Creative Marketing Plus	25.7	9.3	0	0	5
702 Pros LLC	18.7	9.2	0	0	5
procurex.pro	6	3	0	0	5
Vendor	Understanding of Project Points Based 25 Points (12.5%)	Project Approach Points Based 25 Points (12.5%)	Project Manager Points Based 10 Points (5%)	Project Team Points Based 20 Points (10%)	Project Schedule Points Based 10 Points (5%)
Madden Media	22.5	22.5	9.8	18.8	9.3

EXECUTIVE SUMMARY

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Visit Gainesville, Alachua County Website Redesign

Vendor	Ability of Professional Personnel Points Based 50 Points (25%)	Capability to Meet Time and Budget Requirements Points Based 20 Points (10%)	Location Points Based 10 Points (5%)	Small Business Enterprise Participation (SBE) Points Based 15 Points (7.5%)	Volume of Previous Work (VOW) awarded by the County Points Based 5 Points (2.5%)
The Zimmerman Agency	22.3	22	10	19.7	9.2
Miles Partnership, LLLP	23	22.8	9.5	15.8	7.3
Frankel	16.5	19.5	9.3	16.5	8
Treeline Interactive	16.8	18	8.2	14.5	7.8
Planeteria Media	16.5	17.5	8	15	7
Granicus	14.3	14.7	7.3	16	7.3
OnPoint Insights LLC	17.2	15.5	7.2	15	6.8
GHD	12.3	14.7	7.5	12.8	7.8
SGS Technologie	11.5	11.5	7.3	14.3	4.8
Creative Marketing Plus	10.5	10.5	5.7	9.5	3.7
702 Pros LLC	11.5	11.8	5.8	8.5	5.7
procurex.pro	3.2	4.5	2.5	1.5	1.5
Vendor	Proposal Organization Points Based 10 Points (5%)		Total Score (Max Score 200)		
Madden Media	9.3		165		
The Zimmerman Agency	8.8		164.33		
Miles Partnership, LLLP	8.7		152.33		
Frankel	9.3		142.5		
Treeline Interactive	6.8		121.5		
Planeteria Media	5.8		121.17		
Granicus	7		120		
OnPoint Insights LLC	7.5		118.33		
GHD	6.5		107.83		
SGS Technologie	5.8		100		
Creative Marketing Plus	5.8		85.67		
702 Pros LLC	5.5		81.67		
procurex.pro	1.3		28.5		

INDIVIDUAL PROPOSAL SCORES

702 Pros LLC

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 5
Ryan Evans: 35
Jessica Hurov: 5
Ray Logan: 40
Sean Plemons: 25
Elizabeth Reyes: 2

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 5
Ryan Evans: 10
Jessica Hurov: 5
Ray Logan: 15
Sean Plemons: 20
Elizabeth Reyes: 0

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0
Ryan Evans: 0
Jessica Hurov: 0
Ray Logan: 0
Sean Plemons: 0
Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0 Vendor did not provide the necessary information to prove a good faith effort.
Ryan Evans: 0 Vendor did not provide the necessary information to prove a good faith effort.
Jessica Hurov: 0 Vendor did not provide the necessary information to prove a good faith effort.
Ray Logan: 0

Vendor did not provide the necessary information to prove a good faith effort.

Sean Plemons: 0

Vendor did not provide the necessary information to prove a good faith effort.

Elizabeth Reyes: 0

Vendor did not provide the necessary information to prove a good faith effort.

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 1

Ryan Evans: 18

Jessica Hurov: 5

Ray Logan: 20

Sean Plemons: 15

Elizabeth Reyes: 10

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 2

Ryan Evans: 15

Jessica Hurov: 5

Ray Logan: 20

Sean Plemons: 17

Elizabeth Reyes: 12

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 1

Ryan Evans: 10

Jessica Hurov: 5

Ray Logan: 8

Sean Plemons: 8

Elizabeth Reyes: 3

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 6

Ryan Evans: 13

Jessica Hurov: 5

Ray Logan: 15

Sean Plemons: 10

Elizabeth Reyes: 2

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 3

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 9

Sean Plemons: 10

Elizabeth Reyes: 2

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 1

Ryan Evans: 6

Jessica Hurov: 5

Ray Logan: 9

Sean Plemons: 7

Elizabeth Reyes: 5

Creative Marketing Plus	
Ability of Professional Personnel Points Based 50 Points (25%)	
	Ross Ambrose: 12
	Ryan Evans: 50
	Jessica Hurov: 10
	Ray Logan: 45
	Sean Plemons: 35
	Elizabeth Reyes: 2
Capability to Meet Time and Budget Requirements Points Based 20 Points (10%)	
	Ross Ambrose: 12
	Ryan Evans: 10
	Jessica Hurov: 10
	Ray Logan: 10
	Sean Plemons: 12
	Elizabeth Reyes: 2
Location Points Based 10 Points (5%)	
	Ross Ambrose: 0
	Ryan Evans: 0
	Jessica Hurov: 0
	Ray Logan: 0
	Sean Plemons: 0
	Elizabeth Reyes: 0
Small Business Enterprise Participation (SBE) Points Based 15 Points (7.5%)	
	Ross Ambrose: 0
	Ryan Evans: 0
	Jessica Hurov: 0
	Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 3

Ryan Evans: 25

Jessica Hurov: 0

Ray Logan: 20

Sean Plemons: 13

Elizabeth Reyes: 2

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 3

Ryan Evans: 25

Jessica Hurov: 5

Ray Logan: 15

Sean Plemons: 13

Elizabeth Reyes: 2

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 3

Ryan Evans: 10

Jessica Hurov: 5

Ray Logan: 7
Sean Plemons: 5
Elizabeth Reyes: 4

Project Team Points Based 20 Points (10%)
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Ross Ambrose: 10
Ryan Evans: 15
Jessica Hurov: 5
Ray Logan: 15
Sean Plemons: 10
Elizabeth Reyes: 2

Project Schedule Points Based 10 Points (5%)

Ross Ambrose: 4
Ryan Evans: 5
Jessica Hurov: 5
Ray Logan: 5
Sean Plemons: 3
Elizabeth Reyes: 0

Proposal Organization Points Based 10 Points (5%)
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Ross Ambrose: 4
Ryan Evans: 10
Jessica Hurov: 5
Ray Logan: 8
Sean Plemons: 6
Elizabeth Reyes: 2

Frankel

Ability of Professional Personnel Points Based 50 Points (25%)

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ross Ambrose: 10

Ryan Evans: 40

Jessica Hurov: 40

Ray Logan: 50

Sean Plemons: 50

Elizabeth Reyes: 21

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 18

Ryan Evans: 13

Jessica Hurov: 20

Ray Logan: 20

Sean Plemons: 20

Elizabeth Reyes: 12

Location | Points Based | 10 Points (5%)

Ross Ambrose: 10

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 1

Ryan Evans: 1

Jessica Hurov: 1

Ray Logan: 1

Sean Plemons: 1

Elizabeth Reyes: 1

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 2

Ryan Evans: 17

Jessica Hurov: 20

Ray Logan: 25

Sean Plemons: 23

Elizabeth Reyes: 12

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 2

Ryan Evans: 25

Jessica Hurov: 20

Ray Logan: 25

Sean Plemons: 25

Elizabeth Reyes: 20

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 6

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 5

Ryan Evans: 20

Jessica Hurov: 20

Ray Logan: 20

Sean Plemons: 20

Elizabeth Reyes: 14

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 8

Jessica Hurov: 10

Ray Logan: 9

Sean Plemons: 10

Elizabeth Reyes: 6

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 6

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

GHD

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 11

Ryan Evans: 42

Jessica Hurov: 20

Ray Logan: 20

Sean Plemons: 42

Elizabeth Reyes: 13

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 10

Ryan Evans: 20

Jessica Hurov: 15

Ray Logan: 16

Sean Plemons: 18

Elizabeth Reyes: 20

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 2

Ryan Evans: 18

Jessica Hurov: 5

Ray Logan: 20

Sean Plemons: 19

Elizabeth Reyes: 10

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 2

Ryan Evans: 16

Jessica Hurov: 5

Ray Logan: 25

Sean Plemons: 20

Elizabeth Reyes: 20

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 2

Ryan Evans: 10

Jessica Hurov: 5

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 8

Project Team | Points Based | 20 Points (10%)

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ross Ambrose: 15

Ryan Evans: 13

Jessica Hurov: 5

Ray Logan: 19

Sean Plemons: 20

Elizabeth Reyes: 5

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 9

Jessica Hurov: 5

Ray Logan: 10

Sean Plemons: 8

Elizabeth Reyes: 10

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 4

Ryan Evans: 6

Jessica Hurov: 5

Ray Logan: 10

Sean Plemons: 9

Elizabeth Reyes: 5

Granicus

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 26

Ryan Evans: 35

Jessica Hurov: 20

Ray Logan: 40

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Sean Plemons: 39

Elizabeth Reyes: 50

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 15

Ryan Evans: 10

Jessica Hurov: 15

Ray Logan: 10

Sean Plemons: 20

Elizabeth Reyes: 16

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 4

Ryan Evans: 4

Jessica Hurov: 4

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ray Logan: 4

Sean Plemons: 4

Elizabeth Reyes: 4

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 10

Ryan Evans: 10

Jessica Hurov: 15

Ray Logan: 20

Sean Plemons: 20

Elizabeth Reyes: 11

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 1

Ryan Evans: 15

Jessica Hurov: 10

Ray Logan: 22

Sean Plemons: 22

Elizabeth Reyes: 18

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 1

Ryan Evans: 10

Jessica Hurov: 8

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 5

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 12

Ryan Evans: 20

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Jessica Hurov: 10

Ray Logan: 18

Sean Plemons: 20

Elizabeth Reyes: 16

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 2

Ryan Evans: 9

Jessica Hurov: 8

Ray Logan: 5

Sean Plemons: 10

Elizabeth Reyes: 10

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 1

Ryan Evans: 6

Jessica Hurov: 8

Ray Logan: 9

Sean Plemons: 10

Elizabeth Reyes: 8

Madden Media

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 46

Ryan Evans: 50

Jessica Hurov: 45

Ray Logan: 45

Sean Plemons: 50

Elizabeth Reyes: 50

Capability to Meet Time and Budget Requirements Points Based 20 Points (10%)	
	Ross Ambrose: 20
	Ryan Evans: 20
	Jessica Hurov: 20
	Ray Logan: 20
	Sean Plemons: 20
	Elizabeth Reyes: 20
Location Points Based 10 Points (5%)	
	Ross Ambrose: 0
	Ryan Evans: 0
	Jessica Hurov: 0
	Ray Logan: 0
	Sean Plemons: 0
	Elizabeth Reyes: 0
Small Business Enterprise Participation (SBE) Points Based 15 Points (7.5%)	
	Ross Ambrose: 0
	Ryan Evans: 0
	Jessica Hurov: 0
	Ray Logan: 0
	Sean Plemons: 0
	Elizabeth Reyes: 0
Volume of Previous Work (VOW) awarded by the County Points Based 5 Points (2.5%)	
	Ross Ambrose: 5
	Ryan Evans: 5
	Jessica Hurov: 5
	Ray Logan: 5
	Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 20

Ryan Evans: 20

Jessica Hurov: 25

Ray Logan: 25

Sean Plemons: 25

Elizabeth Reyes: 20

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 20

Ryan Evans: 20

Jessica Hurov: 20

Ray Logan: 25

Sean Plemons: 25

Elizabeth Reyes: 25

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 9

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 15

Ryan Evans: 20

Jessica Hurov: 20

Ray Logan: 18

Sean Plemons: 20

Elizabeth Reyes: 20

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 8

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 8

Sean Plemons: 10

Elizabeth Reyes: 10

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 8

Ryan Evans: 8

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

Miles Partnership, LLLP

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 41

Ryan Evans: 45

Jessica Hurov: 50

Ray Logan: 45

Sean Plemons: 50

Elizabeth Reyes: 50

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 15

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 5

Jessica Hurov: 15

Ray Logan: 5

Sean Plemons: 20

Elizabeth Reyes: 20

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 25

Ryan Evans: 18

Jessica Hurov: 25

Ray Logan: 22

Sean Plemons: 23

Elizabeth Reyes: 25

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 20

Ryan Evans: 20

Jessica Hurov: 25

Ray Logan: 22

Sean Plemons: 25

Elizabeth Reyes: 25

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 9

Ryan Evans: 8

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 10

Ryan Evans: 10

Jessica Hurov: 20

Ray Logan: 15

Sean Plemons: 20

Elizabeth Reyes: 20

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 8

Ryan Evans: 2

Jessica Hurov: 10

Ray Logan: 5

Sean Plemons: 9

Elizabeth Reyes: 10

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 7

Ryan Evans: 7

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 8

Elizabeth Reyes: 10

OnPoint Insights LLC

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 40

Ryan Evans: 40

Jessica Hurov: 10

Ray Logan: 20

Sean Plemons: 39

Elizabeth Reyes: 30

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 10

Ryan Evans: 20

Jessica Hurov: 10

Ray Logan: 10
Sean Plemons: 20
Elizabeth Reyes: 16

Location Points Based 10 Points (5%)

Ross Ambrose: 0
Ryan Evans: 0
Jessica Hurov: 0
Ray Logan: 0
Sean Plemons: 0
Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) Points Based 15 Points (7.5%)
--

Ross Ambrose: 0
Ryan Evans: 0
Jessica Hurov: 0
Ray Logan: 0
Sean Plemons: 0
Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County Points Based 5 Points (2.5%)

Ross Ambrose: 5
Ryan Evans: 5
Jessica Hurov: 5
Ray Logan: 5
Sean Plemons: 5
Elizabeth Reyes: 5

Understanding of Project Points Based 25 Points (12.5%)
--

Ross Ambrose: 20
Ryan Evans: 15

Jessica Hurov: 15

Ray Logan: 15

Sean Plemons: 22

Elizabeth Reyes: 16

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 15

Ryan Evans: 20

Jessica Hurov: 10

Ray Logan: 5

Sean Plemons: 25

Elizabeth Reyes: 18

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 8

Ray Logan: 5

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 15

Ryan Evans: 17

Jessica Hurov: 12

Ray Logan: 10

Sean Plemons: 20

Elizabeth Reyes: 16

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 5

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ryan Evans: 8

Jessica Hurov: 8

Ray Logan: 2

Sean Plemons: 10

Elizabeth Reyes: 8

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 8

Ryan Evans: 8

Jessica Hurov: 6

Ray Logan: 5

Sean Plemons: 9

Elizabeth Reyes: 9

Planeteria Media

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 10

Ryan Evans: 45

Jessica Hurov: 20

Ray Logan: 45

Sean Plemons: 38

Elizabeth Reyes: 35

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 15

Ryan Evans: 12

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 20

Elizabeth Reyes: 18

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 1

Ryan Evans: 20

Jessica Hurov: 15

Ray Logan: 24

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Sean Plemons: 17

Elizabeth Reyes: 22

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 5

Ryan Evans: 20

Jessica Hurov: 15

Ray Logan: 24

Sean Plemons: 16

Elizabeth Reyes: 25

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 4

Ryan Evans: 8

Jessica Hurov: 8

Ray Logan: 8

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 3

Ryan Evans: 15

Jessica Hurov: 14

Ray Logan: 18

Sean Plemons: 20

Elizabeth Reyes: 20

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 2

Ryan Evans: 9

Jessica Hurov: 8

Ray Logan: 5
Sean Plemons: 10
Elizabeth Reyes: 8

Proposal Organization Points Based 10 Points (5%)
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Ross Ambrose: 1
Ryan Evans: 8
Jessica Hurov: 6
Ray Logan: 8
Sean Plemons: 7
Elizabeth Reyes: 5

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Ability of Professional Personnel Points Based 50 Points (25%)

Ross Ambrose: 0
Ryan Evans: 10
Jessica Hurov: 10
Ray Logan: 10
Sean Plemons: 1
Elizabeth Reyes: 5

Capability to Meet Time and Budget Requirements Points Based 20 Points (10%)

Ross Ambrose: 0
Ryan Evans: 5
Jessica Hurov: 5
Ray Logan: 5
Sean Plemons: 1
Elizabeth Reyes: 2

Location Points Based 10 Points (5%)

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 1

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 1

Elizabeth Reyes: 2

Project Approach Points Based 25 Points (12.5%)	
	Ross Ambrose: 0
	Ryan Evans: 5
	Jessica Hurov: 5
	Ray Logan: 5
	Sean Plemons: 2
	Elizabeth Reyes: 10
Project Manager Points Based 10 Points (5%)	
	Ross Ambrose: 0
	Ryan Evans: 5
	Jessica Hurov: 5
	Ray Logan: 2
	Sean Plemons: 1
	Elizabeth Reyes: 2
Project Team Points Based 20 Points (10%)	
	Ross Ambrose: 0
	Ryan Evans: 0
	Jessica Hurov: 5
	Ray Logan: 1
	Sean Plemons: 1
	Elizabeth Reyes: 2
Project Schedule Points Based 10 Points (5%)	
	Ross Ambrose: 0
	Ryan Evans: 0
	Jessica Hurov: 5
	Ray Logan: 1
	Sean Plemons: 1

Elizabeth Reyes: 2

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 5

Sean Plemons: 1

Elizabeth Reyes: 2

SGS Technologie

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 12

Ryan Evans: 45

Jessica Hurov: 10

Ray Logan: 20

Sean Plemons: 30

Elizabeth Reyes: 36

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 20

Ryan Evans: 12

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 15

Elizabeth Reyes: 18

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 5

Ryan Evans: 16

Jessica Hurov: 10

Ray Logan: 15

Sean Plemons: 5

Elizabeth Reyes: 18

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 2

Ryan Evans: 17

Jessica Hurov: 10

Ray Logan: 15

Sean Plemons: 5

Elizabeth Reyes: 20

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 10

Jessica Hurov: 5

Ray Logan: 7

Sean Plemons: 7

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 20

Ryan Evans: 15

Jessica Hurov: 10

Ray Logan: 15

Sean Plemons: 10

Elizabeth Reyes: 16

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 8

Ryan Evans: 3

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 1

Elizabeth Reyes: 7

Proposal Organization | Points Based | 10 Points (5%)

EXECUTIVE SUMMARY

RFP No. RFP 23-399-LC

Visit Gainesville, Alachua County Website Redesign

Ross Ambrose: 5

Ryan Evans: 8

Jessica Hurov: 5

Ray Logan: 7

Sean Plemons: 2

Elizabeth Reyes: 8

The Zimmerman Agency

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 46

Ryan Evans: 50

Jessica Hurov: 45

Ray Logan: 50

Sean Plemons: 50

Elizabeth Reyes: 50

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 18

Ryan Evans: 16

Jessica Hurov: 20

Ray Logan: 20

Sean Plemons: 20

Elizabeth Reyes: 19

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) | Points Based | 15 Points (7.5%)

Ross Ambrose: 0

Ryan Evans: 0

Jessica Hurov: 0

Ray Logan: 0

Sean Plemons: 0

Elizabeth Reyes: 0

Volume of Previous Work (VOW) awarded by the County | Points Based | 5 Points (2.5%)

Ross Ambrose: 5

Ryan Evans: 5

Jessica Hurov: 5

Ray Logan: 5

Sean Plemons: 5

Elizabeth Reyes: 5

Understanding of Project | Points Based | 25 Points (12.5%)

Ross Ambrose: 20

Ryan Evans: 20

Jessica Hurov: 25

Ray Logan: 25

Sean Plemons: 20

Elizabeth Reyes: 24

Project Approach | Points Based | 25 Points (12.5%)

Ross Ambrose: 22

Ryan Evans: 18

Jessica Hurov: 20

Ray Logan: 25

Sean Plemons: 23

Elizabeth Reyes: 24

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 10

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 10

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 20

Ryan Evans: 20

Jessica Hurov: 20

Ray Logan: 20

Sean Plemons: 20

Elizabeth Reyes: 18

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 10

Ryan Evans: 10

Jessica Hurov: 10

Ray Logan: 5

Sean Plemons: 10

Elizabeth Reyes: 10

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 10

Ryan Evans: 7

Jessica Hurov: 10
Ray Logan: 9
Sean Plemons: 8
Elizabeth Reyes: 9

Treeline Interactive

Ability of Professional Personnel | Points Based | 50 Points (25%)

Ross Ambrose: 8
Ryan Evans: 40
Jessica Hurov: 15
Ray Logan: 30
Sean Plemons: 38
Elizabeth Reyes: 45

Capability to Meet Time and Budget Requirements | Points Based | 20 Points (10%)

Ross Ambrose: 15
Ryan Evans: 15
Jessica Hurov: 12
Ray Logan: 10
Sean Plemons: 20
Elizabeth Reyes: 18

Location | Points Based | 10 Points (5%)

Ross Ambrose: 0
Ryan Evans: 0
Jessica Hurov: 0
Ray Logan: 0
Sean Plemons: 0
Elizabeth Reyes: 0

Small Business Enterprise Participation (SBE) Points Based 15 Points (7.5%)	
Ross Ambrose:	0
Ryan Evans:	0
Jessica Hurov:	0
Ray Logan:	0
Sean Plemons:	0
Elizabeth Reyes:	0
Volume of Previous Work (VOW) awarded by the County Points Based 5 Points (2.5%)	
Ross Ambrose:	5
Ryan Evans:	5
Jessica Hurov:	5
Ray Logan:	5
Sean Plemons:	5
Elizabeth Reyes:	5
Understanding of Project Points Based 25 Points (12.5%)	
Ross Ambrose:	5
Ryan Evans:	25
Jessica Hurov:	14
Ray Logan:	15
Sean Plemons:	20
Elizabeth Reyes:	22
Project Approach Points Based 25 Points (12.5%)	
Ross Ambrose:	15
Ryan Evans:	22
Jessica Hurov:	6
Ray Logan:	15
Sean Plemons:	25

Elizabeth Reyes: 25

Project Manager | Points Based | 10 Points (5%)

Ross Ambrose: 7

Ryan Evans: 8

Jessica Hurov: 6

Ray Logan: 8

Sean Plemons: 10

Elizabeth Reyes: 10

Project Team | Points Based | 20 Points (10%)

Ross Ambrose: 12

Ryan Evans: 15

Jessica Hurov: 6

Ray Logan: 16

Sean Plemons: 20

Elizabeth Reyes: 18

Project Schedule | Points Based | 10 Points (5%)

Ross Ambrose: 5

Ryan Evans: 10

Jessica Hurov: 6

Ray Logan: 6

Sean Plemons: 10

Elizabeth Reyes: 10

Proposal Organization | Points Based | 10 Points (5%)

Ross Ambrose: 4

Ryan Evans: 10

Jessica Hurov: 6

Ray Logan: 5

Sean Plemons: 9

Elizabeth Reyes: 7

ITA 23-399-LC Tourist Development Website

Final Audit Report

2023-06-30

Created:	2023-06-29
By:	Mandy Mullins (mmmullins@alachuacounty.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAABcKCuG3-I0G4SC2po2qCJPWjDAglGm7m

"ITA 23-399-LC Tourist Development Website" History

-  Document created by Mandy Mullins (mmmullins@alachuacounty.us)
2023-06-29 - 8:11:56 PM GMT- IP address: 163.120.80.69
-  Document emailed to Leira Cruz Caliz (lcruzcaliz@alachuacounty.us) for signature
2023-06-29 - 8:13:45 PM GMT
-  Email viewed by Leira Cruz Caliz (lcruzcaliz@alachuacounty.us)
2023-06-29 - 8:14:28 PM GMT- IP address: 163.120.80.69
-  Document e-signed by Leira Cruz Caliz (lcruzcaliz@alachuacounty.us)
Signature Date: 2023-06-29 - 8:14:35 PM GMT - Time Source: server- IP address: 163.120.80.69
-  Document emailed to Darryl Kight (dkight@AlachuaCounty.US) for signature
2023-06-29 - 8:14:36 PM GMT
-  Email viewed by Darryl Kight (dkight@AlachuaCounty.US)
2023-06-29 - 9:50:12 PM GMT- IP address: 163.120.80.11
-  Document e-signed by Darryl Kight (dkight@AlachuaCounty.US)
Signature Date: 2023-06-29 - 9:53:02 PM GMT - Time Source: server- IP address: 163.120.80.11
-  Document emailed to TJ White (twhite@alachuacounty.us) for signature
2023-06-29 - 9:53:04 PM GMT
-  Email viewed by TJ White (twhite@alachuacounty.us)
2023-06-30 - 7:22:22 PM GMT- IP address: 163.120.80.69
-  Document e-signed by TJ White (twhite@alachuacounty.us)
Signature Date: 2023-06-30 - 7:24:48 PM GMT - Time Source: server- IP address: 163.120.80.69
-  Agreement completed.
2023-06-30 - 7:24:48 PM GMT