

ITEMS REQUIRING BOCC APPROVAL
January 28, 2021
(6 Items)

1. ON-CALL MARKETING SERVICES -- DEPARTMENT ON AGING
FUNDING -- DEPARTMENT ON AGING

(Request sent to 38 vendors)

RFP #20-0067 Contract

	Apples & Arrows	Bajillion Agency	Candid, LLC dba Candid Marketing & Communications
On-Call Marketing Services Hourly Rate			
	Quarterly Marketing Plans - \$4,000.00/yr Design Support - \$100.00 Copy Writing - \$100.00 Videography - \$200 Photography - \$180.00 Production - \$150.00	\$135.00	\$125.00
	CAS Corporation dba Cohlmlia Marketing	Jajo Inc.	J2 Design Solutions dba Lifeboat Creative
On-Call Marketing Services Hourly Rate			
	\$150.00	Plan - \$85.00 Discover - \$135.00 Solve - \$140.00 Execute - \$135.00 Launch - \$100.00 Average Billing Rate - \$120.00	\$110.00
	Lundmark Advertising + Design dba Lundmark Advertising	Novella Brandhouse Studio, LLC dba Novella Brandhouse	Nye and Associates
On-Call Marketing Services Hourly Rate			
	\$100.00	Brand Strategy - \$150.00 Marketing Strategy - \$150.00 Copywriting - \$150.00 Graphic Design - \$150.00 Creative Direction - \$150.00 Account Management - \$150.00 Video/Radio Prod. Average - \$150.00	\$65.00
	Pop Machine Agency	Venice Communications, Inc.	
On-Call Marketing Services Hourly Rate			
	Meetings - \$60.00	Creative Design - \$150.00	Ad Campaign - \$150.00
	Marketing Services - \$100.00	Social Media Campaign & Ad Management - \$175.00	PR Pitching/ Media Campaigns - \$200.00
	Crisis Communications Planning, Messaging, Speech Writing - \$200.00	Graphic Design - \$150.00	Email Marketing - \$150.00
		Brand/Logo Development - \$150.00	Media Buying - \$120.00
		Market Research - \$200.00	Broadcast/Video/Podcast - \$125.00
		Studio Production - \$250.00	On-Location Production - \$220.00
		Captioning - \$85.00	Media Backup - \$300.00/project
		Direction - \$200.00	Production Supervision - \$125.00
		Rough-Cut Editing - \$285.00	Visual Effects/Graphics/Titles - \$205.00
		Audio Effects/Music - \$150.00	Final Editing and Sound Mixing - \$290.00
		3D Animation - \$205.00	Search Engine Optimization - \$125.00
		SEM/Paid Search - \$100.00	SEM Audits, Consulting - \$125.00
		Set up - \$140.00	
No Bid	Armstrong Chamberlin Strategic Marketing	Baseline Creative, Inc.	Bothner & Bradley, Inc.
	Colab	Craig Plank	Exhibit Arts, LLC
	Express Employment Professionals	Justin McClure Creative	Lamar Advertising Company
	On The Lake Creative Services, Inc.	RSM Marketing	Tower Systems South, Inc.

On the recommendation of Jaimee Witmer, on behalf of Department on Aging, Ellen House moved to **accept the proposal from Apples & Arrows for the hourly rates listed above for a contract period of three (3) years**. Anna Meyerhoff seconded the motion. The motion passed unanimously.

A committee comprised of Monica Cissell, Michelle Stroot - Department on Aging; Valarie Florio - Health Department; and Jaimee Witmer - Purchasing, reviewed all proposal responses based on criteria set forth in the RFP and unanimously chose Apples & Arrows.

Central Plains Area Agency on Aging (CPAAA) and Department on Aging are looking for an on-call marketing firm to develop a positive public agency image and assist with brand development for the agency. The Department on Aging wants to promote the agency and specific services through consistent advertising efforts while aligning with the overall goals and mission of the organization. The selected firm will provide creative assistance through the development and implementation of advertising, brand development, and program promotion.

The contract period will be for three (3) years and will assist in carrying out marketing services, which cannot be provided in-house primarily for CPAAA activities and, as needed, Department on Aging activities. The three (3) year time period will help to develop and carryout a strategic marketing plan that has a consistent message. Previously, there has not been a long-term contract for marketing in place.

Note:

The 2020 spend for marketing was \$35,512.78, all for media buys or promotional item purchases.

At the meeting of the Board of Bids and Contracts on Thursday, January 14, 2021 there was consideration of Item 3 (RFP #20-0067 – On-Call Marketing Services for Department on Aging).

Several questions were asked concerning this item, one of which pertained to whether the county's Strategic Communications office was aware of and involved in discussions of this project.

It was determined that those conversations had not taken place and so this item was deferred until that was accomplished. The meeting between the evaluation committee and members of Communications' staff was conducted on Tuesday, January 19, 2021, the results of which Mr. Tony Guiliano provided authorization to proceed with this recommendation.

Questions and Answers (January 14, 2021)

Anna Meyerhoff: It says that the marketing services could be not be provided in-house. So these are items that cannot be done by Strategic Communications?

Michelle Stroot: This is for services that we need a quick turn around on due to our grant period. We have a lot of marketing funding coming in. Yes, some of the services could be provided in-house but we have a large amount of services needed. We are needing a marketing agency to be there for us consistently.

Anna Meyerhoff: Was Strategic Communications consulted because they do have oversight on marketing for the county as a whole. I don't see where they reviewed the RFP. I don't see them as a member of the committee that reviewed the responses.

Michelle Stroot: They were not on the committee.

Josh Lauber: Were they communicated with Michelle?

Michelle Stroot: I don't know if Monica communicated with them.

Anna Meyerhoff: I am not comfortable making a decision today until the Strategic Communications department has reviewed this and has input even if it was done by an outside marketing firm. What is done needs to meet county messaging.

Michelle Stroot: This is primarily for CPAAA, which is the three (3) county area that most of our grant that we receive for three (3) county area Central Plains Area agency on Aging.

Anna Meyerhoff: You do mention, as needed Department on Aging activities. So if you intend to leverage it for county department, Strategic Communications needs to be a partner.

Russell Leeds: Is the grant funding received by CPAAA?

Michelle Stroot: That is the primary funding source. We have a few programs such as Transportation and Retired Seniors Volunteer Program (RSVP) that we may use this for. We are keeping this open ended but yes the contract is primarily for CPAAA activities and will be used for CPAAA funding, which will be state and federal grants.

Ellen House: Is there any problem with pushing this down the road a week or two (2) in order to answer the questions that were raised?

Kirk Sponsel: No that would not be an issue if you want more information to assist you in your decision making.

Josh Lauber: Would that be a deferral? Make a motion to defer for one (1) week?

Kirk Sponsel: Yes, you would have to make a motion to defer one (1) week or two (2) weeks as preferred.

Randy Bargdill: Is there a time limit on the grant that would prevent us from holding it for one (1) week?

Michelle Stroot: We received Cares funding for our largest program, the Older Americans Act. The deadline for that is September 30th, so we are on a time line.

Russell Leeds: Is that September 30, 2021?

Michelle Stroot: Yes, and we have other funding sources but that large funding amount we just received is the reason why we are looking for outside help.

Anna Meyerhoff: It is a three (3) year contract so this will go beyond this Cares funding. I move to defer for one (1) week until this can be reviewed by Strategic Communications.

Russell Leeds: The spend for 2020 on marketing for CPAAA and Department on Aging, collectively it appears, was about \$35,000.00. Having a contract with any one of these vendors, and you specifically selected Apples & Arrows, how does that impact the \$35,000.00 over the course of the year? Would these companies help us develop the media products that we spent for media buys last year or would we still be paying for TV adds and newspaper adds on top of assistance from the marketing firm?

Michelle Stroot: We will still be making media buys on top of the marketing firm. We will do that ourselves so there will not be an upcharge. The firm will help us with design, brand development and a time line on making our marketing more consistent and strategic.

Russell Leeds: They are going to help you develop a plan and you will execute that plan over the next three (3) years? You may tweak it in-between or as you go along.

Michelle Stroot: Yes.

Russell Leeds: My final question is the bids from the various vendors are all over the place. It's hard to compare one to the other with the table we have in front of us. Obviously the RFP had an opportunity to look at all of the details. Can you briefly describe how Apples & Arrows was the best value for the county based on the fact everybody gave different types of quotes or bids.

Michelle Stroot: Yes, and Jaimee feel free to jump in since you did the calculation. Based on the Purchasing calculations, most of the agencies were in that range. There were of course a few outliers. I would say they were in the middle section.

Russell Leeds: So for the services they offer and the price that they offer, the team believed them to be the best value? The best selection for the county and for CPAAA?

Michelle Stroot: Yes, they were not the lowest bidder. Based on the other items we scored them on such as experience working in the field and availability, they were the top scorer. Their cost was in the mid range, there were a few that were really low and a few that were higher. Most of them were in a similar range Apples & Arrows.

Randy Bargdill: How long is the quote good for Apples & Arrows?

Michelle Stroot: Jaimee do you know the answer to that?

Russell Leeds: When does the bidder quote expire?

Britt Rosencutter: I helped Jaimee on the committee and there is not a deadline on it. I think we can work with them if we need to extend it a little further. I do not think that will be an issue.

Russell Leeds: Apples & Arrows is a local firm located in Sedgwick County is that correct?

Jaimee: Correct.