



COMMISSIONERS COURT
COMMUNICATION

REFERENCE NUMBER

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DATE: 09/17/2019

SUBJECT: **RFP NO. 2019-210 – ANNUAL CONTRACT FOR MARKETING SERVICES – COUNTYWIDE - VARIOUS VENDORS – PER HOURLY RATE**

COMMISSIONERS COURT ACTION REQUESTED:

It is requested that Commissioners Court award RFP No. 2019-210, Annual Contract for Marketing Services, Countywide, to the following vendors at the per hourly rate:

Primary Belmont Icehouse, LLC
Secondary Cubic Creative

BACKGROUND:

Notice of the County’s intent to bid was advertised in local newspapers, as required by State statute, posted on the Internet, the Arlington Black Chamber of Commerce, the Fort Worth Hispanic Chamber of Commerce, the Fort Worth Metropolitan Black Chamber of Commerce, and the Tarrant County Asian American Chamber of Commerce. Five hundred thirty-two (532) vendors were contacted and requested to participate in this proposal process. All documents pertaining to this RFP were posted on the Tarrant County website and were downloaded by interested parties. A pre-proposal conference held on July 17, 2019 was attended by two (2) vendors as well as representatives from Public Health and Purchasing. Two (2) proposals and one (1) no-bid were received.

Proposals were evaluated by Public Health and Purchasing representatives. Evaluations were based upon the criteria and processes set forth in the RFP. The proposals received from the vendors listed above meet all specifications and are acceptable to Public Health.

The term of the contract is twelve (12) months, effective October 1, 2019, with two (2) options for renewal periods of twelve (12) months each.

Therefore, it is the joint recommendation of Public Health and Purchasing that RFP No. 2019-210, Annual Contract for Marketing Services, be awarded to the vendors listed above at the per hourly rate.

FISCAL IMPACT:

Expenses from last year were approximately \$576,000.00. Services are provided on an as-needed basis.

SUBMITTED BY:	Purchasing	PREPARED BY:	Elaine Johnson
		APPROVED BY:	