



Fulton County Board of Commissioners
Agenda Item Summary

18-0937

BOC Meeting Date

12-19-18

Requesting Agency

Economic Development

Commission Districts Affected

All Districts

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Request approval of recommended proposal - Select Fulton, RFP #18RFP41318B-RD, Economic Development Marking and Branding Plan in the amount of \$100,000.00 with Atlas Integrated, LLC (Denver, CO) to provide a comprehensive economic development branding and marketing plan that incorporates both traditional print materials and digital marketing efforts. Effective January 1, 2019 through December 31, 2019.

Requirement for Board Action *(Cite specific Board policy, statute or code requirement)*

In accordance with Purchasing Code Section 102-374 and 102-375, all competitive sealed proposals shall be forwarded to the Board of Commissioners for approval.

Is this Item related to a Strategic Priority Area? *(If yes, note strategic priority area below)*

Yes All People have economic opportunities

Is this a purchasing item?

Yes

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Scope of Work: Select Fulton requests approval of recommended proposal with Atlas Integrated , LLC to provide for: (a) Market Research to identify the current market, opportunities and trends, (b) Competitive Analysis that reviews competitor strategies and vehicles for marketing (c) Target Audience identified that includes site selectors, business owners, commercial real estate professionals, community leaders and other parties related to economic development, (d) Brand Identity development that includes overall brand message and several marketing campaigns focused on targeted industries, (e) Marketing Strategy that lays out the tasks needed to execute the marketing plan, (f) Budget that reflects potential marketing expenditures beyond what is requested in the RFP (g) Metrics that provide insight into the penetration of the marketing efforts.

Community Impact: Enhanced marketing and branding economic development efforts will help to attract capital investment and jobs in Fulton County.

Department Recommendation: Department recommends approval.

Project Implications: Will enable the department to have more focused messaging and strategy as it fulfill its core mission in promoting Fulton County for trade and commerce.

Community Issues/Concerns: None

Agency Director Approval		County Manager's Approval
Typed Name and Title Felicia Strong-Whitaker, Director	Phone (404) 612-5800	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Department Issues/Concerns: None

History of BOC Agenda Item: This is a new procurement.

Contract & Compliance Information *(Provide Contractor and Subcontractor details.)*

Contract Value: \$100,000.00

Prime Vendor: Atlas Integrated, LLC

Prime Status: Non-Minority

Location: Denver, CO

County: Arapahoe County

Prime Value: \$100,000.00 or 100.00%

Total Contract Value: \$100,000.00 or 100.00%

Total M/FBE Value: \$-0-

Solicitation Information	NON-MFBE	MBE	FBE	TOTAL
No. Bid Notices Sent:	1	12	53	66
No. Bids Received:	9		1	10
Total Contract Value	\$100,000.00 or 100.00%			
Total M/FBE Values	-0-			
Total Prime Value	\$100,000.00 or 100.00%			
Fiscal Impact / Funding Source	<i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i>			
100-118-2617-1160: General Fund, Select Fulton, Professional Service - \$100,000				
Exhibits Attached	<i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i>			
Exhibit 1: Evaluation Committee Recommendation Letter				
Exhibit 2: Contractor Performance Memo				
Source of Additional Information	<i>(Type Name, Title, Agency and Phone)</i>			
Samir Abdullahi, Deputy Director, Select Fulton - 404-612-8120				

Agency Director Approval		County Manager's Approval
Typed Name and Title Felicia Strong-Whitaker, Director	Phone (404) 612-5800	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Procurement

Contract Attached: No	Previous Contracts: Yes		
Solicitation Number: 18RFP41318B-RD	Submitting Agency: Select Fulton	Staff Contact: Samir Abdullahi	Contact Phone: 404-612-8120

Description: To provide a comprehensive economic development branding and marketing plan

FINANCIAL SUMMARY

Total Contract Value:		MBE/FBE Participation:	
Original Approved Amount: .		Amount: .	%: .
Previous Adjustments: .		Amount: .	%: .
This Request: \$100,000.00		Amount: -0-	%: .
TOTAL: \$100,000.00		Amount: .	%: .

Grant Information Summary:

Amount Requested: .	<input type="checkbox"/>	Cash
Match Required: .	<input type="checkbox"/>	In-Kind
Start Date: .	<input type="checkbox"/>	Approval to Award
End Date: .	<input type="checkbox"/>	Apply & Accept
Match Account \$: .		

Funding Line 1: 100-118-2617-1160	Funding Line 2: .	Funding Line 3: .	Funding Line 4: .
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KEY CONTRACT TERMS

Start Date: .	End Date: .
Cost Adjustment: .	Renewal/Extension Terms: .

ROUTING & APPROVALS
(Do not edit below this line)

X	Originating Department:	Abdullahi, Samir	Date: 11/6/2018
X	County Attorney:	Stewart, Derval	Date: 11/27/2018
X	Purchasing/Contract Compliance:	Strong-Whitaker, Felicia	Date: 11/27/2018
X	Finance/Budget Analyst/Grants Admin:	Stewart, Hugh	Date: 11/6/2018
.	Grants Management:	.	Date: .
X	County Manager:	Gillespie, Alana	Date: 11/27/2018



INTEROFFICE MEMORANDUM

18-0937

TO: Felicia Strong-Whitaker, Director
Department of Purchasing & Contract Compliance

FROM: Evaluation Committee Recommendation Letter

DATE: November 6, 2018

PROJECT: 18RFP41318B-RD Economic Development Marketing and Branding Plan

In accordance with the Purchasing Code, a duly appointed Evaluation Committee has reviewed the proposals submitted in response to the above-reference project on behalf of the Select Fulton Department.

Ten (10) qualified firms submitted proposals for evaluation and consideration for award of this project:

1. Babbit Bodner Inc.
2. Carnegie Dartlett
3. Atlas Integrated, LLC
4. Frost & Sullivan
5. Great Southern Publishers, Inc., dba 365° Total Marketing
6. Marbury Creative Group LLC
7. Sellier Design, INC. dba id8
8. Fuentes Enterprises, Inc. dba Interprint Communications
9. The Left Field Agency & Pine Street Strategies
10. Metrics Marketing, Inc.

After review of the technical proposal the following firms were short-listed:

1. Atlas Integrated, LLC
2. Great Southern Publishers, Inc., dba 365° Total Marketing
3. Sellier Design, Inc., dba id8
4. Fuentes Enterprises, Inc. dba Interprint Communications

After review, evaluation and consideration of all available information related to the requirements and evaluation criteria of the RFP, the Evaluation Committee has determined that the proposal submitted by Atlas Integrated, LLC with a total score of 85.42, is the recommended vendor for the award of 18RFP41318B-RD Economic Development Marketing and Branding Plan.

The Evaluation Committee members attest that each member scored each proposal independently in accordance with the evaluation criteria set forth in the Request for Proposal and that their individual score is a part of the final scores in the attached Evaluation Matrix.

SELECTION COMMITTEE MEMBERS:

Al Nash, Executive Director
Economic Development, Select Fulton

Samir Abdullahi, Deputy Director
Economic Development, Select Fulton

Jessica Corbitt, Director
External Affairs

EVALUATION CRITERIA	WEIGHT	Atlas Integrated, LLC	Great Southern Publishing, Inc., dba 365 Total Marketing	Sellier Design, Inc., dba id8	Fuentes Enterprises, Inc., dba Interprint Communications
Project Plan/Approach to Work	35	32.08	23.33	20.42	32.08
Qualifications of Key Personnel	15	12.50	11.25	11.25	13.75
Relevant Project Experience/Past Performance	20	18.33	15	11.67	11.67
Availability of Key Personnel	3	2.50	2.50	2.75	3.00
Local Preference	5	0	0	0	0
Service Disabled Veterans Preference	2	0	0	0	0
Cost Proposal	20	20	12.36	9.30	8.90
TOTAL SCORE:	100.00	85.42	64.44	55.38	69.40



INTER-OFFICE MEMORANDUM

TO: Felicia Strong-Whitaker, Director
Purchasing & Contract Compliance

FROM: Al Nash, Sr, Executive Director
Economic Development/Select Fulton

DATE: November 6, 2018

SUBJECT: Contractor Performance Memo

The contractor listed below has never provided any bridge replacement services for Fulton County as a prime contractor.

Project No: 18RFP41318B-RD

Project Title: Economic Development Marketing and Branding Plan

Contractor: Atlas Integrated, LLC
1860 Blake Street, Suite B101
Denver, CO 80209