



City Council Report

Date: September 18, 2017
To: City Council
Through: Michael Kennington, Chief Financial Officer
From: Edward Quedens, MPA, C.P.M., CPPO, Business Services Director
Matt Bauer, MBA, CPPO, CPPB, CPSM, Procurement Administrator
Subject: Three-Year Term Contract for Graphic Design Services for the Mesa Arts Center **(Citywide)**

Purpose and Recommendation

Council is requested to approve the Term Contract for Graphic Design Services as recommended. A committee representing the Arts and Culture Department and Purchasing evaluated responses.

The evaluation committee recommends awarding the contract to the highest scored proposal from Hackett Advertising Public Relations Interactive dba HAPI at \$72,000.00 annually, based on estimated requirements.

Background / Discussion

The Mesa Arts Center is contracting with a firm to manage the design of all marketing collateral and launch the brand effort to expand their reach and awareness in the community. The contracted firm will assist with concept creation for major community events, marketing collateral creation including print ads, brochures, fliers, posters, digital art, mailers, window clings and more. Needs vary day to day but are on-going and year-round. The firm will be involved in creating collateral for every department of the Mesa Arts Center including Performing Live, Mesa Contemporary Arts Museum, Engagement, Mesa Arts Center Foundation, Community Events, Arts Studio Classes, Mesa Arts Center Rentals and Special Events, and The Store, a cooperative gallery.

The City received 17 proposals of which all met the minimum requirements. Staff from the Arts and Culture Department evaluated the proposals based on the evaluation criteria as stated in the solicitation. The highest scored respondent, Hackett Advertising Public Relations Interactive dba HAPI, is being recommended for award. The evaluation committee unanimously agreed on the recommendation.

Alternatives

Council may choose not to authorize the purchase and new responses will be solicited.

Fiscal Impact

The annual contract amount is available in the Mesa Arts Center marketing budget.

Coordinated With

The Arts and Culture Department and Purchasing

PURCHASING INFORMATION

Action: Initial Award

Procurement Type: Request for Proposals

Solicitation Number: 2017193

Vendors Registered: ProcureAZ (456) and Vendor Self Service (70)

Advertising: Arizona Republic, ProcureAZ, Bid Net and Purchasing Website

Downloads: 112

Responses: 17

Local Consideration: Not applicable as there were no Mesa responses.

Protests Received: None

Initial Contract Term: Three years

Possible Renewals: Two, one-year renewals subject to future Council consideration

Prices: Future price increases are capped by the Consumer Price Index

Pricing Available to Other Cooperative Agencies: Yes

Proposals Received on May 18, 2017

2930 Creative, LLC - Dallas, TX

Artemia Communications Inc. dba ARTEMIA – San Francisco, CA

Davidson & Belluso, Inc. – Phoenix, AZ

Esser Design – Phoenix, AZ

Hackett Advertising Public Relations Interactive dba HAPI

Ignite Brand Marketing – Kingman, AZ

Kitchen Sink Studios, Inc. – Phoenix, AZ

Murie Design Group – Boise, ID

My House of Design dba Shaila Abdullah – Austin, TX

Pat Davis Design Group, Inc. – Sacramento, CA

RNM Services dba DigitalWire360 – Scottsdale, AZ

ReThinc Advertising – Phoenix, AZ

Rhino Design Group – Scottsdale, AZ

ROX Media, LLC dba Raxx Direct Marketing – Casa Grande, AZ

Spiral Creative Services – Gilbert, AZ

Trent Design, Inc. – Anthem, AZ

Vilocity Interactive, Inc. – Scottsdale, AZ

Preliminary Scoring Results

Evaluation Criteria / Points Possible	Firm's Proposed Solution / 125	Qualifications and Experience / 100	Proposal Pricing / 75	Preliminary Scores / 300
Kitchen Sink Studios	105.86	89.29	46.88	242.03*
Hackett Advert dba HAPI	97.14	81.14	46.88	225.16
Esser Design	84.29	76.43	41.67	202.39
ReThinc	78.57	66.43	56.25	201.25
Trent Design, Inc.	80.71	78.57	38.00	197.28
2930 Creative, LLC	73.57	63.43	60.00	197.00
RNM Services dba DigitalWire360	76.43	75.71	44.64	196.78
Davidson & Belluso, Inc.	78.29	75.71	41.67	195.67
Pat Davis Design Group	65.29	66.43	57.69	189.41
Shaila Abdullah	64.29	51.86	61.48	177.63
Raxx Direct Marketing	50.43	52.14	64.29	166.86
Rhino Design Group	56.43	55.71	47.47	159.61
Artemia Communications Inc.	47.29	52.86	56.27	156.42
Spiral Creative Services	48.57	52.43	48.49	149.49
Ignite Brand Marketing	36.57	29.29	75.00	140.86
Vilocity Interactive, Inc.	65.71	31.43	37.50	134.64
Murie Design Group	46.43	48.57	37.50	132.50

*When invited to participate in further evaluations/demonstrations, Kitchen Sink Studios requested to be removed from further consideration.

Final Scoring Results

Evaluation Criteria / Points Possible	Hackett Advert dba HAPI (Recommended)	ReThinc	Esser Design
Firm's Proposed Solution / 125	97.14	78.57	82.86
Qualifications and Experience / 100	81.14	66.43	76.43
Proposal Pricing / 75	46.88	56.25	41.67
Final Scores / 300	<u>225.16</u>	201.25	200.96

AWARD RECOMMENDATION
Hackett Advertising Public Relations Interactive dba HAPI
Phoenix, AZ

Description
Graphic Design Services for the Mesa Arts Center per Agreement No. 2017193; Exhibits – Scope of Work, Pricing, Mesa Standard Terms and Conditions; Other Exhibits; Solicitation including any addenda; and Contractor Response
Annual Contract Amount: <u>\$72,000.00</u>