



City Council Report

Date: September 19, 2022
To: City Council
Through: Michael Kennington, Deputy City Manager/Chief Financial Officer
From: Edward Quedens, Business Services Director
Kristy Garcia, Procurement Administrator
Subject: Three-Year Term Contract with Two Years of Renewal Options for Graphic Design Services for the Arts & Culture Department **(Citywide)**

Recommendation

Council is requested to approve the award as recommended.

A committee representing the Arts & 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 \$180,000 annually, with an annual increase allowance of up to 5%, or the adjusted Consumer Price Index.

Background / Discussion

The contracted firm will manage the design of all marketing collateral for Mesa Arts Center and support the brand effort to expand its reach and awareness in the community, and will also support the creation of marketing materials for the i.d.e.a. Museum and Arizona Museum of Natural History. The firm will assist with concept creation for major community events and marketing collateral creation including print ads, brochures, flyers, posters, digital art, mailers, window clings and more. Service needs vary day to day but are ongoing and year-round.

The City solicited Request for Proposals and received eleven (11) proposal responses of which ten (10) met the minimum qualifications (one was deemed as non-responsive), and based on preliminary scores all other vendors were removed from further consideration (See Preliminary Scoring). The evaluation team short-listed and requested vendor presentations from the top two (2) highest-ranked firms; Hackett Advertising Public Relations Interactive dba HAPI; and Ideas Collide, Inc. Based on the Final Scoring results, the committee recommends an award to the top-ranked firm, Hackett Advertising Public Relations Interactive dba HAPI, whose proposal best meets the City's requirements.

Purchase Information

Action: Award
Procurement Type: Request for Proposals
Contract Number: 2022173
Local Consideration: Policy did not apply to this procurement method
Protests Received: None

Initial Contract Term: Three Years

Possible Renewals: Up to a maximum of two years subject to Administrative review and approval

Funding Source: Arts & Culture Department operating budget

Preliminary Scoring

Hackett Advertising Public Relations Interactive dba HAPI – Phoenix, AZ	230.94
Ideas Collide, Inc. – Scottsdale, AZ	227.05
Murie Graphic Design, Inc. – Boise, ID	212.50
Davidson & Belluso, Inc. – Phoenix, AZ	196.80
Fervor Creative, Inc. – Scottsdale, AZ	193.15
TKMV Studio, LLC – Chandler, AZ	160.21
Billy E. Hancock Jr. dba F & B Graphics Seattle, WA	140.96
Owusu-Agyei Group – Voorhees, NJ	133.98
AZ Pro Signs – Avondale, AZ	131.98
Strategic Market Solutions, Inc. – Chandler, AZ	122.53

Deemed as Non-Responsive:

Abundant Eight Creative Corporation – Did not complete the required response forms (Attachment B) per the solicitation.

Final Scoring

Respondent	Total Points Possible / 300
Hackett Advertising Public Relations Interactive dba HAPI – Phoenix, AZ (Recommended)	<u>269.11</u>
Ideas Collide, Inc. – Phoenix, AZ	259.83